The Leanpub Manual

A Free Leanpub Resource!

Len Epp, Scott Patten and Peter Armstrong

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This book is for sale at http://leanpub.com/manual

This version was published on 2012-11-19

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About The Leanpub Manual

Welcome to *The Leanpub Manual*! It exists as a website and as an ebook[1]. We're going to try to make it comprehensive but keep it intuitive.

If you're looking for an answer to a question, just try searching the manual!

You can also look for answers by scrolling through the (huge) Table of Contents.

Some sections in the manual may be a bit redundant. That's because people we want to help people who might be looking to solve the same problem in different ways.

If you can't find the answer you're looking for, try posting on our Leanpub Google Group at:

https://groups.google.com/group/leanpub[2].

We also have a several how-to guides and videos, which you can find on out Help page at:

http://leanpub.com/help[3].

Thanks, and if you have any suggestions for the manual or spot any errors, please let us know at mailto:hello@leanpub.com!

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[1] http://leanpub.com/manual
[2] https://groups.google.com/group/leanpub
[3] http://leanpub.com/help

The Leanpub Manual: The ebook!

You can grab this manual in pdf[4], epub[5] or mobi[6] as well. If you want to get an email whenever the manual gets a significant update, you can "buy" the book (don't pay anything, of course!) at http://leanpub.com/manual.

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[4]http://leanpub.com/s/0PE0TzfKDDyOZP4-VCpVK-.pdf

[5]http://leanpub.com/s/0PE0TzfKDDyOZP4-VCpVK-.epub

[6]http://leanpub.com/s/0PE0TzfKDDyOZP4-VCpVK-.mobi

Help

Stuck? There are 3 ways to get help…

- Check the helpful FAQ for Readers[7] and/or the FAQ for Authors[8]
- Join the Leanpub authors Google Group at http://groups.google.com/group/leanpub[9] and post your question there. Our community of authors enjoys helping each other out!
- Email us at hello@leanpub.com and we'll be happy to help you.

If your question is general in nature, please use the Google Group so that other Leanpub authors can benefit from your question being answered. We check the group too, so we'll see your question and reply there.

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[7] http://leanpub.com/help#reader_faq
[8] http://leanpub.com/help#author_faq
[9] http://groups.google.com/group/leanpub

Getting Started

The Five Steps To A Leanpub Book

Here are the five steps to publishing your book on Leanpub:

1. Create a Leanpub account.
2. Create a new book.
3. Add content to the book's 'manuscript' folder.
4. Curate your ebook by making private Previews.
5. Click Publish and make your book public.

Brief Instructions

When you Sign Up to Leanpub, at the same time you'll be creating the framework for a new book.

Before you can add content to your book, Leanpub has to send you a Dropbox folder sharing request, and you have to accept the invitation. Once you have accepted the invitation, Dropbox will sync the new folder with your computer and you can start working on your book by editing (and adding to!) the contents of the 'manuscript' folder.

Please check your spam folder if you did not get the Dropbox email with the sharing request from Leanpub.

Your book doesn't start out empty; it starts with a sample chapter so you can see how the Leanpub workflow works.

Now you can add content to your book by putting .txt files in your book's 'manuscript' folder. Leanpub books need to be written in a text format called Markdown, which is the simplest way to format books so they'll look good in multiple and competing ebook formats.

For example, in Markdown if you want something to appear in italics, just put an underscore mark like this _ before and after the words you want to be italicized. For more Markdown instructions, check out the rest of this manual or http://daringfireball.net/projects/markdown/syntax[10].

Your new book folder contains a file called Book.txt. The Book.txt file is the list of files in your 'manuscript' folder that you want to include in your book, in the order you want them to appear.

So, if you save a text called 'chaperone.txt' in your manuscript folder, and you want it to appear in your ebook, just write 'chaperone.txt' on a line in the Book.txt file.

Once you've added some content to your 'manuscript' folder, go to the Preview page in Leanpub's book tools and click the button to create a new Preview.

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[10]http://daringfireball.net/projects/markdown/syntax

And once you're happy with your Preview, just go over to the Publish page in Leanpub's book tools and click the button to Publish your book.

We hope you'll have fun getting to know the additional cool features on Leanpub, like the free web page you'll get for your book, where you can add content and even videos to tell the world about your work! Good luck, and thanks for being a Leanpub author!

Setting Up Dropbox On Your Computer

When you create a new book, you should receive an email from Dropbox saying that Leanpub has shared your new book folder with you.

Click on the link in the email (which might be in your junk or spam folder) and you'll be take to the Dropbox website. If you already have a Dropbox account, just sign in and accept the sharing request, and Dropbox will put the folder on your computer.

If you don't have a Dropbox account, follow the instructions to create one (it's free!), and then accept the sharing request. This will take a couple of minutes, but it's worth it!

Your Book's Content

Your book will consist of a bunch of text files with the suffix '.txt'. They can be named whatever you want. You can write them using any text editor you like; just save the files as plain text.

To illustrate, we're going to write an epic fantasy novel together. Let's give it a suitably epic title: *The Cliché Chronicles.*

This is the content of the file called chapter1.txt:

Chapter 1: A Stormy Beginning

Lord Char, black cloak flapping around him in the rising storm, rubbed his hands together in anticipation as he strode to the middle of the circle of stones. He had been years in preparation for this, his moment of triumph.

It was time to use the knowledge he had gained through years of patient planning. Now The Unnamed One would pay!

And this is the content of the file called chapter2.txt:

Chapter 2: You Are Not My Father!

A Horrible realization

Suddenly, he realized who his father had to have been. No wonder the dark riders had chased him half way across the continent!

The Horror Grows

With growing horror, he pulled the dark pulsing amulet from his cloak. If The Unnamed One was truly his father, he shuddered, then the amulet must be The Jewel of Rak Crasha!

See those number '#' signs? They're an example of what it's like to write in the formatting style called Markdown. If you want to write a chapter heading, just put a # at the start of the line, instead of e.g. hunting for 'styles' like you would in Microsoft Word. And if you want a sub-heading, just type two number signs '##'. We chose Markdown as our formatting system (even typewriters have a formatting system!) because it was created to make sense and let you focus on writing words instead of complex formatting stuff.

Anyways, back to the book we're writing!

When Leanpub converts this text into a book for you, the h1 (or '#') headings will start new chapters, and the h2 (or '##') headings will start new sections. So, there are two chapters here - "Chapter 1: A Stormy Beginning" and "Chapter 2: You Are Not My Father!". Chapter 2 contains two sections: "A Horrible Realization" and "The Horror Grows".

The Book.txt File

As mentioned above, the content of your book is all tied together by the Book.txt file. This is a list of all the files you want in your book, in the correct order.

The text you'd type in the Book.txt file for The Cliché Chronicles would look like this:

```
chapter1.txt
chapter2.txt
```

Yup, that's it. It's just a list of the names of the files in your 'manuscript' folder that you want to appear in your book, in the order you want them to appear.

The Sample.txt File

If you want to have a sample of your book that your prospective customers can read for free, then you should make a file called Sample.txt. This file will look exactly like Book.txt, except smaller. It will contain a list of the files that will be included in the sample.

It's a really good idea to give a good chunk of your content away (assuming that you want to sell more books, of course!). It's no different than letting people take a book down from a shelf and have a look at some of what's inside.

For example, let's let potential readers of *The Cliché Chronicles* browse the first chapter for free. Once they read that, they'll be hooked and will rush to buy the book so they can read the rest.

To do this, just type this in the Sample.txt file:

chapter1.txt

Images

If you want to add images to your book, first put them in the 'images' folder inside your book's 'manuscript' folder.

Then, you need to tell Leanpub where to put the images in your book. Let's say we want to put an image in our book that we've saved as 'Sword.png'. Just put the 'Sword.png' file in your 'images' folder, and then type in your .txt file:

![An awesome sword](images/Sword1200px300ppi.png)

... wherever you'd like the image to appear. 'An awesome sword' will appear as a caption to the image. If you don't want a caption, just leave that part of the instruction empty, like this:

Creating a Preview

Once you've added some text files to your 'manuscript' folder and you've listed them in the Book.txt file, go to the Preview page in your book tools in Leanpub and click the button to create a Preview. This will create your new ebook! But since it's a Preview, only you can see it, so don't worry about everything being perfect just yet.

When Leanpub's done creating your Preview, go back to your book's folder in Dropbox and open up the ebook files in the Preview folder. Your ebook will be produced in three different ebook formats: PDF (for all computers), EPUB (for iPads and a number of different e-readers), and MOBI (for the Amazon Kindle e-reader).

After you've checked your Preview, make whatever changes you like to the content in your 'manuscript' folder and make more Previews, until your book is ready to publish.

Publishing Your Book

Then, go to the Publish page in your Leanpub book tools and click the publish button. This will make your book available to the public to buy from your book's landing page, which you can see by going to Public Page in your book tools. Ta-da, your book is published! Now it's time to get the word out. Good luck!

Leanpub Book Tools

This section sets out all of the 'book tools' or options and settings you can use when you're signed into your Leanpub account and working on a book.

Leanpub is constantly being updated, so this section may from time to time be a bit out of date!

This section was last updated on:

Friday, June 8, 2012

The Book Tools

When you're signed into your Leanpub account and working on a book, across the top of the page you'll see the following book tools:

- Public Page
- Settings
- Preview
- Publish
- Sales
- Coupons
- Email Readers
- Import
- Export
- iBooks & Kindle
- Help

Public Page

This is the web page, or 'landing page', for your book. Unless you're in 'Stealth Mode', this page will be visible to the public. There are a number of self-explanatory features on each Leanpub landing page, and some can be turned on or off in your Settings. Below are some brief descriptions and explanations of the various landing page features.

- **Notification Request** If your book hasn't been published yet, potential buyers can request to be notified when it is published.
- **Share this book** Fans of your book can click on the standard Facebook and Twitter links, but they can also click 'Copy embed code' and then paste code for the Leanpub Book Widget into their blog or any web page.

- **About the Book** This section displays information about your book that you've entered in your book Settings.
- **About the Author(s)** By default, this section displays the 'About You' information from your Leanpub account. However, you can overwrite that information with a custom blurb about your book in your book Settings.
- **Book Comments** If you have switched on the comments feature in your book Settings (it's on by default), visitors to your landing page will be able to add comments using Disqus.
- **Bundles Available** If your book is part of a bundle (or bundles!), a section called 'Bundles Available' will appear, showing the relevant information and a Buy button.
- **Video!** You can embed a YouTube video promoting your book on your web page by enabling the feature in your book Settings.

Settings

There are eight tabs on the Settings page:

- General
- Landing Page
- Purchasing
- Formatting
- Authors
- Contributors
- Categories
- Actions

In the following sections we'll set out the various features and options you set on each of these tabs.

General

Book Title and Book Subtitle

In these fields you can set your book's title and (if you want one) subtitle.

Main Language Used in the Book

Select the main language used in your book. The default setting is English.

This helps us to set up the fonts that we use in your book. If you are writing with a mixture of languages that includes Chinese, Japanese or Korean, then you should select Chinese, Japanese or Korean.

Dialect Used in the Book (optional)

You can have an optional dialect. This has no effect on book generation, but it will show up on your book web page.

Translated From

You can indicate that your book is a translation of another book. For now, you must be the author of both books. So, what you would do here if you want a book translated is create the translations and add the translator(s) yourself as a co-author of each translation.

The default settings is 'Not a Translation'.

Are The Book's Author(s) Actually Its Editors?

If you check this checkbox you are indicating that you and the other authors of the book are in fact its editors, and that the book is made up of contributions from a number of contributors whor are listed separately. If you are putting together a book of a collection of essays or blog posts by different people, you should check this box. Doing so will let you list these contributors separately, and they will show up on the book page as Contributors. Also, you and any other authors will be referred to as editors, and the About the Author(s) box will be called About the Editor(s). Note that the authors themselves can also be listed as contributors if they have contributed writing to the book.

Custom Copyright Owner

If you don't put anything here, the book will be copyright by your name. Only fill this in if you need to override this with something else, like your company name or a list of people.

Book Copyright Custom Date Range

If you don't put anything here, the book will be copyright from the year you created it on Leanpub to the year you last publish it in. (If these years are the same, that year will only be printed once.) Only fill this in if you need to override this with something else, say if you are including old material and you want those years included too. An example format of the text you enter here is "2007 - 2012".

Suggested Hashtag

Optionally add a suggested hashtag for the book. We will add a page after the book copyright "verso" page encouraging people to tweet about your book, and if this hashtag is present we'll include it in the suggested tweet.

Landing Page

YouTube Video URL

Your book sales can be greatly helped if you record a YouTube video about your book and put its URL here! We'll embed this video prominently on your book landing page in the About the Book section along with its text. To find the URL of your video, click on the Share button on YouTube. You'll see a URL like http://youtu.be/FcNhBa7o9pM. The part you want to copy is the FcNhBa7o9pM part; leave the http://youtu.be/ part out.

Why?

If there's one thing to learn from Kickstarter, it's that people on the internet love watching videos about products.

How?

For an example of what this looks like live, see: http://leanpub.com/lean[11]

We were going to do a better version of this feature, complete with auto-detecting a whole bunch of different types of URLs in your About the Book text and using something like embed.ly to handle them properly. We will probably still do this at some point.

To add a video, what you do is:

1. Record a video. It doesn't have to be good quality; just use an iPhone :)
2. Upload it to YouTube (yes, that's your only choice, this is an MVP)
3. Click the Share button.
4. Copy the URL (like http://youtu.be/FcNhBa7o9pM).
5. Go to http://leanpub.com/YOURBOOK/edit
6. Paste in the URL from YouTube, and delete the http://youtu.be/ part, leaving only the unique part for your video (like FcNhBa7o9pM)
7. Scroll down and click update book.

About the Book

Any information you enter here will appear in the 'About the Book' section on your book's landing page.

It's a rich text editor, so you have a number of formatting options, and you can even add images if you like.

Custom About the Author Blurb (optional)

Any information you enter here will appear in the 'About the Author' section on your book's landing page. This will override the display of information from the 'About You' section in your Leanpub account profile, which appears in the 'About the Author' section on your book's landing page by default.

It's a rich text editor, so you have a number of formatting options, and you can even add images if you like.

Show Reader Count

If you check this box, your book's landing page will show how many readers you have. This can be helpful, as it provides "social proof" to readers considering buying the book. However, if you have only a handful of readers, you may want to hide this, since social proof can work both ways! (Note that your reader count is always hidden if you have fewer than 2 readers.)

This box is checked by default.

Show Disqus Comments

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[11]http://leanpub.com/lean

If you check this box, we show a form on your book's landing page which lets anyone with a Disqus account comment on your book, much like they would comment on a blog post. This can be helpful, since it promotes community around your book: readers can subscribe to the Disqus comments by email, etc, so you can have a thriving discussion.

Google Analytics Code

Optionally add your Google analytics code (for example "UA-1234567-1", without the quotes) here. We'll embed this in your book page and the checkout pages. If you're into analytics, this is for you! *(On the other hand, if you think a conversion funnel is something you use to change your oil you can safely ignore this.)*

Purchasing

Minimum and Suggested Book Price

Leanpub uses a variable pricing model which lets customers choose the price they want to pay for your book. Customers are by default shown your suggested price, and they can choose to lower that price down to your Minimum Book Price. And they can also pay more, which they often do!

A couple of notes about pricing:

- You can set your Minimum Book Price at zero
- The next lowest Minimum Book Price is $0.99. At a price *between* zero and $0.99, Leanpub would lose money on each sale, because of transaction costs.
- The maximum price a customer can choose to pay is $500 (if you're selling to an institution you might end up charging a high price for your work)
- Prices are in US dollars

Get Notified of Purchases

This section lets you choose from the following notification settings regarding purchases of your book:

Email me only for paid purchases (default setting) Email me for all paid and free purchases Do not email me

Message to Include on Purchases

Optionally add a message to be included in the email we send to each new reader after they've purchased your book.

Allow Library Sales

If this box is not checked, we will indicate on the purchase page that libraries should not purchase it, presumably since it is still in-progress and changing rapidly. If this box is checked, we will instruct

library purchasing agents to buy the number of copies that they want to be able to lend out at a time, paying the suggested price for each copy.

By default, this option is checked.

Collect Email Addresses While Unpublished

If you check this box, we show a form on your book's landing page which lets interested potential readers enter their email address and how much they would pay. We will show you the names and dollar amounts of these potential readers in a special section of the Sales page. When your book is published for the first time, these people are automatically emailed to let them know your book is now available. We don't take payment in advance, but it's good for morale to have people say "I'd buy that for a dollar" (or twenty dollars) while you're writing your book but before you've published it.

This feature is selected by default.

Stealth Mode

If you check this box, we will make your book page look like a Leanpub 404 page. This will let you write your book in stealth mode. While we encourage you to work in public, we understand that there are certain situations where stealth mode make sense. For example, if you are a famous author and you want to experiment with Leanpub without angering your publisher. Or if you are already a Leanpub author and you want to experiment with a new book without your readers seeing it before it's ready. Note that Stealth Mode has no effect if your book is published. Also, note that you can also put your entire user account into stealth mode on the Your Account page.

Make sure to click 'Update Book' at the bottom of the page after you've made any changes.

Formatting

Show an 'Also By' List in the Book?

If you check this box, we add a page near the front of your book which lists all the other books you have published on Leanpub under a title 'Also By [your name]', with links to them. If your book has co-authors, we will add lists for them as well. The list will only list published Leanpub books, not previews. We recommend that you select this option unless you have published books you don't want to promote for some reason.

Page Breaks

If you want a new page after every section, check this box. This will normally be off, but it is useful for things like cookbooks.

Book Style

Leanpub has four book styles: Fiction, Business, Technical, and Custom. Each book style comes with some default format settings. You can change the book style at any time, and you can customize the book style if you want.

You can play with the following formatting elements:

- Font size

You can choose 11pt or 12pt font sizes.

- Page size

You can choose from the following page sizes:

Digest (5.5" x 8") US Letter (8.5" x 11") A5 paper (5.8" x 8.3", trade paperback size) A4 Paper (8.3" x 11.7")

Paragraph Style

You can choose to indent the first line of paragraphs, *or* to have no indent, and at the same to include a small vertical space between paragraphs. Please note that this only applies to PDF. Indentation of paragraphs will always be off for epub and mobi.

Code Samples

If you're including code in your book, you can choose from the following options:

Show line numbers on code samples Center section headers Left-align section headers

Table of Contents

You can choose from the following options for formatting your Table of Contents:

No Table of Contents Parts and Chapters Parts, Chapters and Sections Everything

Section Numbering

You can choose from the following options for section numbering:

No section numbering Number Parts and chapters (E.g.Part IV, Chapter 3) Number Parts, chapters and sections (E.g. Chapter 3, Section 3.1, Section 3.2) Number everything (E.g. Chapter 3, Section 3.1, Sub-Section 3.2.1, Sub-sub-section 3.2.1.4)

Make sure to click 'Update Book' at the bottom of the page after you've made any changes.

Authors

You can add co-authors to your book. These co-authors need to already have Leanpub accounts, and they need to approve your add co-author request.

Your co-authors will not be able to publish new versions or delete your book, but they will be able to see your sales page, do imports and create preview versions.

For now, after you've added a co-author, you need to share the Dropbox folder for the book with them yourself at the Dropbox website. We may automate this later.

Co-authors can have a percentage of your royalties. The way the royalty percentages work is as follows: whatever the royalty percentage is at the end of the quarter will be used for all purchases in the quarter. When you add someone as a co-author you propose a royalty percentage that they will receive. You can't edit this once it is set; you can only remove the co-author and add them again with a new percentage. (This way, the co-author gets to see, and approve, every new percentage they have been given.) However, since you as the author can remove your co-authors at any time, this relationship is built on their trust of you. Please play nice.

Note that as the primary author, your royalty percentage is automatically calculated. It is 100% minus the royalty percentages of your co-authors. This is the percentage of the book royalties (after the Leanpub cut), not the percentage of the revenue.

The royalty percentages are used once per quarter to split up the royalties for all purchases of the book. They are not applied on a per-purchase basis.

Add New Co-Author

Enter the Leanpub username of the person you want to add as a co-author. They'll need to approve the request on their Dashboard page. You can also add a Royalty Percentage, or the percentage of royalties each co-author will receive from book sales.

Make sure to click 'Add Co-Author' at the bottom of the page after you've made any changes.

Contributors

You can add people as contributors to your book. Contributors don't get a share of the royalties, but they are credited on your book public page. This can include people like editors, reviewers, submitters of included essays, etc.

Make sure to click 'Update Contributor' at the bottom of the page after you've made any changes.

Categories

Please click in the box at the top of the page to select all the categories that apply to your book. Every category has its own bestseller list, so choose all that apply.

Mature Content?

Please indicate if your book as mature content.

A Note About Cover Images

ALL cover images must be non-offensive and G-rated, regardless of book category. If we receive any complaints about a cover image, or if we notice it and determine that it is offensive or not G-rated, we will rename it and regenerate your book so that your book reverts to the default cover image. (To add a cover image, you create a file called title_page.jpg or title_page.png in your manuscript/images directory.)

Special Rules for Categories

Not only does categorizing your book help readers to discover it, but there are some additional rules and features for certain categories. In particular, special rules apply to books categorized as Erotica or Fan Fiction.

SPECIAL RULES FOR BOOKS IN THE EROTICA CATEGORY

1. Books categorized as Erotica cannot contain any images in the book manuscripts themselves. Our book generator will ignore any image tags in the body of an Erotica book. (Leanpub is not in the business of publishing erotic or pornographic images, and since we do not read our books before they are published this is our best attempt at a reasonable policy.)
2. Books categorized as Erotica will have their own category bestseller list instead of showing up in the main Leanpub bestseller list.
3. The Erotica category will be kept behind an age verification form, in order to prevent inadvertent access by minors.

SPECIAL RULES FOR BOOKS IN THE FAN FICTION CATEGORY

1. Fan Fiction books must have a $0 minimum price and a $0 suggested price.
2. Fan Fiction books must identify the original work(s) upon which they are based.
3. If the creator or copyright holder of the original work(s) objects to a derivative work of fan fiction, we will take down the book(s) in question.
4. Books categorized as Fan Fiction will have their own category bestseller list instead of showing up in the main Leanpub bestseller list.
5. The Fan Fiction category will be kept behind an age verification form, in order to prevent inadvertent access by minors (as much Fan Fiction is also Erotica).
6. Books categorized as Fan Fiction cannot contain any images in the book manuscripts themselves. Our book generator will ignore any image tags in the body of a Fan Fiction book. (This is to ensure that none of the images are copyrighted or are erotica.)

WHY SUPPORT EROTICA AND FAN FICTION CATEGORIES AT ALL?

The reason that we support Erotica and Fan Fiction is that we want to be able to publish the next book like Fifty Shades of Grey, both in its original form as fan fiction and in its rewritten commercial form. Why would we want to do this? Well, there are three reasons:

1. [Dr. Evil voice] We'd be rich!
2. We like the approach: Fifty Shades of Grey was published using an approach very philosophically similar to what we have always advocated in our manifesto. Specifically, we believe that books should be published as they are written, evolving in public with feedback from their readers. This is an apt description of the approach taken by the author of that book, as well as by many authors of Erotica and Fan Fiction.
3. There's no middle ground: we either need to support these categories appropriately or censor them. So, we choose to support them, but to have code in place to handle them appropriately.

Think of these categories as "subreddits" on reddit.com: there are certain subreddits which are not part of the main reddit experience, but which exist happily in their own virtual sandbox.

Actions

On the Actions page, you can delete and unpublish your book. Choosing the delete option will delete all your book files, your landing page, etc. etc.

Preview

On the Preview page, click 'Create a Preview of My Book' to create a new Preview of your book.

Once you have created a Preview, you will be able to download it here by clicking on the links that will appear. You will wee links for the Preview of your Full Book and for your Book Sample.

Some detailed info about Previews:

A Preview is a version of your book that only you can see. You generate Previews whenever you've made changes to your content or formatting and you'd like to see how they look in the ebook. Essentially, a Preview is a kind of 'working copy' of your book. When you're happy to release your book to the public for the first time, or when you've updated the book and want to release the latest version to the public, that's when you'll go to the Publish page in the book tools - but more on that later!

Previews are created in all three ebook formats that Leanpub produces for published books, namely PDF, MOBI and EPUB. PDF files can be read on any computer using a PDF viewer like Preview (for Macs) or Adobe Reader (which you can download for free). EPUB format ebooks are for the iPad and a number of specialized ebook readers. The MOBI format is used for reading ebooks on the Amazon Kindle. So your Leanpub ebook will be available to be read on a number of different devices in a variety of formats.

You'll note on this page that whenever Leanpub generates Previews, it makes Previews of both your 'Full Book' and your 'Book Sample'. The 'Full Book' is, naturally enough, your complete book. The 'Book Sample' is an ebook that Leanpub generates from just a small part of your full book, and is made available for free download to readers who come to your book's landing page. You can decide what to include in the Book Sample (we'll be showing you how to easily edit its contents below), or you can decide not to make a sample available at all.

Publish

To publish the latest version of your book, just click the button at the bottom of this page!

Email Readers

At the top of the page, you can tick a box to have your email readers, notifying them that your book has been updated.

Release Notes

This text will be included in the email to your readers. If you're not emailing your readers, there's no point in writing release notes. You can also see what percentage of your readers have asked to receive release notifications.

After you've published your book, you'll see links to download the published book files at the bottom of the page.

Sales

The Sales page in your book tools shows you a range of information related to your book sales.

Once you have some sales, you'll see information about the following:

Royalties

Royalties are paid monthly by PayPal, no later than 25 days following the end of the calendar month. For example, royalties from the end of March 2012 would be paid by April 25, 2012. If we owe you less than $40 in royalties, we may roll your royalties forward to the following month until an amount of $40 is reached; see the Terms of Service for details.

In this section you'll find the following information:

- Book Royalties Currently Due
- Book Royalties Applied to Channel Publishing
- Total Unpaid Book Royalties
- Total Paid Book Royalties
- Total Book Royalties

You can also download a CSV file of the data.

Number of Readers and Purchase Table

In this section you'll be shown the number of readers for your book.

You'll also see a table setting out the following information for each sale:

- Purchase ID
- Total Paid
- Book Royalty
- Bundle Name
- Date Purchased
- Date Your Royalty Was Paid
- Coupon Code
- Coupon Note

Note that if your book has bundle purchases, this table shows bundle purchases as well as normal standalone purchases. For bundle purchases, the Total Paid is identical to the Book Royalty, since the 90% - 50 cents calculation is done on the bundle to determine the bundle royalty, and then this bundle royalty is split among its books as purchases.

Coupons

You can create coupons for your book. Coupons are a great way to promote your book, letting you sell your book at a discount to specific customers, or even letting reviewers get free copies.

If you have any existing coupons, you'll see them set out in a table at the top of the page.

In order to create coupons for your book, go to the Coupons page in your book tools and click 'New Coupon'.

This will take you to a 'Create Coupon' page where you can assign the settings for your coupon.

Coupon Code

At the top of the page, you'll see the 'Coupon Code'. Anyone who has this code can enter it on your book's purchase page in order to take advantage of the coupon deal you're offering. You can change the coupon code to whatever you like.

Discounted Minimum Price

The Discounted Price is the new minimum price of the book, not the amount of the discount. For example, if your book has a minimum price of $9.99 and you want to sell it for a minimum price of $7.99 with this coupon, you put 7.99 in this field, not 2.00.

Start Date and End Date

You can assign a start date and an end date for your coupon. This way you can set up a temporary promotion of you book with a clear cutoff date.

Uses Limit

You can set a limit to the number of times the coupon code can be used before it is deactivated.

Note

This is an optional note for your own record-keeping purposes.

Temporarily Suspended

This is a "manual override" which lets you to temporarily turn off coupon by checking this checkbox. Otherwise, leave this checkbox unchecked: the normal way to control a coupon is by the max # uses and the start and end dates.

Make sure to click 'Create Coupon' at the bottom of the page after you've made any changes.

Email Readers

You can use this form to email the readers of The Leanpub Manual that have not opted out of emails from Leanpub or from you specifically.

You can select which of your readers you want to email:

- All my readers (except those opted out)
- Paying readers only (except those opted out)
- Free readers only (except those opted out)

Message

Type your email message to readers in the box. Below the box, you can see how many of your readers have asked to receive any emails you send.

To send the email, just click the button at the bottom of the page.

Import

On this page you can:

1. Import posts from your blog
2. Import HTML files

Import Your Blog

If you have a blog you can import it here. We will import the RSS feed you specify and put the files in the Dropbox folder we've shared with you. If your book is a Markdown book we'll covert the files to Markdown, otherwise we'll import the HTML.

Import Images

You can choose to import your images or not. After the import you will be able to easily edit your book to remove images that you don't have the right to use. So if you want any significant amount of your blog images in your book, choose Yes. If you just want your blog text, choose No.

Date Range

You can also set the date range for the posts you'd like to import. The next time you import, Leanpub will remember the end date of your last import.

Import Other HTML Files

This is an optional step that is helpful if you have some HTML files which aren't in your blog's RSS feed, or if you have written a Leanpub book using HTML in the past.

Put any files you want converted into a 'convert_html' directory in your Leanpub Dropbox folder and we'll convert them to Markdown for you. (Newer Leanpub books have this folder already; older ones don't.)

Export

We will generate a website for your book and put it in the site folder of your Leanpub Dropbox folder. You can then copy the HTML and use it on your own site.

Site Structure

You can choose to have all your content on a single web page, or to have a separate web page for each chapter.

File Format

You can choose to have the code for the web page wrapped in `HTML` and `body` tags, or just have the bare HTML.

iBooks & Kindle

As a Leanpub author, you're already free to submit your book to Apple's iBookstore and Amazon's Kindle Store yourself. You own your book, and you can sell it wherever you want.

For a while, Leanpub tried offering a feature where you could pay $99 and we'd publish on the iBookstore and Kindle store for you, and pay out 100% of what we got from them. The idea was that this feature would be the "happily ever after" part after a book was completed.

After looking into the results of this experiment, we decided that we should just kill the whole feature. Here's why:

a) It was almost unused. Specifically, it was used 4 times. In total.

b) We were putting ourselves in the position where we were acting as an unnecessary middleman. We only want to do things where we make the world better for authors.

c) We don't like saying no to authors. After doing a publish to these stores, authors would want to do pricing experiments, etc. That's great! At Leanpub we want you to do all kinds of experiments

with your books. However, with us as the middleman, we were adding friction. The author would have to request that we do a price change, and then we either have to do it or say no. Both of these are bad outcomes: either we lose time or cause unhappiness.

d) What we are best at is self-published in-progress ebooks. Lots of places can put finished books in the iBookstore and Kindle store for you. For example, Lulu and BookBaby both do this. Or, you can do it yourself, and you'll have more control than if we do it or if you pay anyone else to do it for you. So, we don't really believe in the feature.

e) We thought that we needed the feature to complete the Leanpub story ("...and when you're done, you can then click this other button on Leanpub..."). Now we have realized that the whole in-progress ebook thing is actually a better story. (The NeverEnding Story?) So, it is actually more ambitious to kill the feature.

Questions about iBooks & Kindle

How does book pricing work when selling through Apple and/or Amazon?

When you're selling on Leanpub, pricing decisions are easy: you can charge what you like and change your prices anytime.

Pricing experimentation is difficult when you're selling on multiple platforms, however. Different companies have different policies, and they can even have a range of different pricing rules options internally.

For example, online bookstores may be able to see that your book is on sale for a lower price elsewhere, and then they'll change the price of your book to that lower price on their own store.

Help

On this page you'l find information about getting help from the Leanpub community.

Markdown: The Easiest Way To Format Your Text For E-Publishing

Why Should You Care?

A Leanpub book is composed of a bunch of plain text files written with Markdown formatting instructions.

To learn about the syntax and philosophy of Markdown, see this article by John Gruber[12].

Briefly, Markdown is a nice way of writing content which is easily transformed into HTML, and at Leanpub we use it to make ebooks in three different ebook formats.

For example, putting the number sign # at the beginning of a line becomes an h1 header (like a chapter heading), ## becomes an h2 (like a sub-section heading), ### becomes an h3, etc. Lists, paragraphs and other formatting is also intuitive.

How Markdown is Used in Leanpub

Even if you know Markdown, you need to learn a few things about how we use it at Leanpub.

Importing Markdown Files

To import Markdown files to Leanpub, you can just save them as .txt files, put them in your book's manuscript folder, and refer to them in Book.txt (the list of files to be included in your book, in the order you'd like them to appear), and generate a new Preview of your book.

Heading Levels Become Chapters and Sections

First, we use # chapters, ## for sections and ### for sub-sections. (You can also use #### for sub-sub-sections, but don't get carried away! Most technical books are good with just #, ## and ###, and most business and fiction books are good with just # and possibly ##.)

So, if you look at the top of the Markdown.txt file you'll see that it has one #, meaning it is a Chapter.

Another thing this means is that one file can contain as many chapters or sections as you want: every # makes a new chapter; it has nothing to do with what file it is in. However, we strongly recommend having one file per chapter (or one file per chapter section), since it makes creating sample books easier and keeps your book directory cleaner. Since we recommend this, that's what we'll do in this example book.

---

[12]http://daringfireball.net/projects/markdown/syntax

Links Become Footnotes

We support Markdown syntax for links, as well as normal HTML links. Both of these are converted into functioning footnotes in the PDF. Here's an example of a link to Leanpub[13].

And here's what it looks like in Markdown (i.e., this is what you type in the text file to get that link):

[Leanpub](http://leanpub.com)

Markdown Extensions in Leanpub

We've made a few additions to Markdown for use in Leanpub. Two of the most important are tables and crosslinks. Furthermore, since Leanpub is so good for technical books, we also support extensions for external code samples, special directives for code syntnax highlighting, etc.

We use almost all of the Kramdown[14] extensions (see http://kramdown.rubyforge.org/syntax.html[15] for a list of them). Two exceptions are:

1) HTML blocks – we don't support HTML elements in our Markdown.

2) << becoming a left guillemet. We took this out when we created the external code sample syntax.

Markdown Editors

There are a lot of Markdown editors out there. Some good choices are:

- iA Writer - http://www.iawriter.com[16]
- Emacs - for geeks!
- MarkdownPad[17]
- other text editors such as TextMate, vi, etc.

Formatting Email Links

Email links are formatted by simply surrounding the address with < and >.

Just click on mailto:hello@leanpub.com to send us an email.

```
1   Just click on ‹hello@leanpub.com› to send us an email.
```

---

[13] http://leanpub.com

[14] http://kramdown.rubyforge.org/

[15] http://kramdown.rubyforge.org/syntax.html

[16] http://www.iawriter.com

[17] http://markdownpad.com

Attributes

You can set various 'attributes' directly in your book files, like setting the code language, or line numbering. You do this by adding the syntax on their own separate lines in the text.

To be clear, each attribute should be alone on a line, with blank lines **above** and **below** it (unless it's at the beginning of the file, in which case you just need a blank line below it!).

In general, the syntax works like this:

{some-attribute="some attribute value"}

Quotes are only necessary if there are spaces.

You can have multiple attributes too. Separate them with commas.

{language="ruby",linenumbering="off"}

Spaces are not significant, so you could also write:

{ language=ruby, linenumbering=off}

or

id: {#some-id}

So, for example, if you want a file or section to be front matter (like an introduction, which will have roman numerals for page numbers), at the top of the file or section just type:

{frontmatter}

Or if you want to turn on line numbering just for that section, type:

{linenumbering="on}

Here are the attributes supported:

general: id code blocks: language, linenumbering files: encoding

special names: {pagebreak} {frontmatter} {mainmatter} {backmatter}

Creating A New Book

How To Create A New Book

[To be updated! For now check out our how-to manual and video http://leanpub.com/help#howtos[18]]

How To Set The Book's Structure

To set the structure for your book - that is, what content you want to appear and in what order - you use the Book.txt file in your book's 'manuscript' folder.

'Book.txt' is a list of the files that you want included in your book, in the order that you want them to appear.

So if you have .txt files in your 'manuscript' folder called 'chapterone.txt' and 'chapter two.txt' and you want them to appear one after the other in your book, open Book.txt and type:

chapterone.txt chaptertwo.txt

This means that you can actually have content in your 'manuscript' folder that *isn't* included in your ebook. Only the files listed in 'Book.txt' will appear in your book. This is useful if you're working on new chapters that you don't yet want to include in the latest version of your book, for example. You don't have to take the file out of 'manuscript'; you can just take it out of the list of files in 'Book.txt'.

Book Styles

Technical Books

A technical book defaults to 8.5" x 11" paper. Subtracting margins, you have 6.5" x 9" to work with. So your image can be up to 1950 pixels wide and up to 2700 pixels high at 300PPI. Your cover page uses the full page width, so it should be exactly 2550 pixels wide and 3300 pixels high at 300 PPI.

Business Books

A business book defaults to Digest paper (5.5" x 8"). Subtracting margins, you have 3.5" x 6" to work with. So your image can be up to 1050 pixels wide and up to 1800 pixels high at 300PPI. Your cover page uses the full page width, so it should be exactly 1650 pixels wide and 2400 pixels high at 300 PPI.

Fiction Books

A fiction book defaults to Digest paper (5.5" x 8"). Subtracting margins, you have 3.5" x 6" to work with. So your image can be up to 1050 pixels wide and up to 1800 pixels high at 300PPI. Your cover page uses the full page width, so it should be exactly 1650 pixels wide and 2400 pixels high at 300 PPI.

Sample Books

Why Sample Books?

Leanpub lets you create a sample book, which readers can download for free to help them decide whether they want to buy the real book.

To do this, you create or edit a file called Sample.txt in the 'manuscript' folder for your book. Note that, like Book.txt, the Sample.txt file is just a list of files. It's supposed to be a smaller list than what is in Book.txt, or else you're giving your whole book away! If you don't want a sample book, just delete the Sample.txt file.

Consequences for Manuscripts

One consequence of this approach to specifying a sample book is that it's an "all or nothing" decision to include a file. If you include a file in the list in Book.txt, all the chapters and sections in that file are inserted in your book. Because of this, we recommend a couple things:

1. Either use a separate text file for each chapter, or
2. Never let a section span multiple text files.

These two guidelines mean that your sample book is a lot less likely to have problems. If you don't follow them, things can still work, but you can sometimes create a situation where your book will be created fine but your sample book will not.

So, if you use the "separate text file for each chapter" approach, things will just work.

Images and Cover Pages

How To Insert An Image

This chapter shows how you include an image in your Leanpub book.

First, you need to put the image in the 'images' folder in the 'manuscript' folder for your book.

Second, type in a reference to the image like this:

```
1  ![This is the Image Caption](images/LeanpubLogo1200x610_300ppi.png)
```

Then you'll see the image appear:
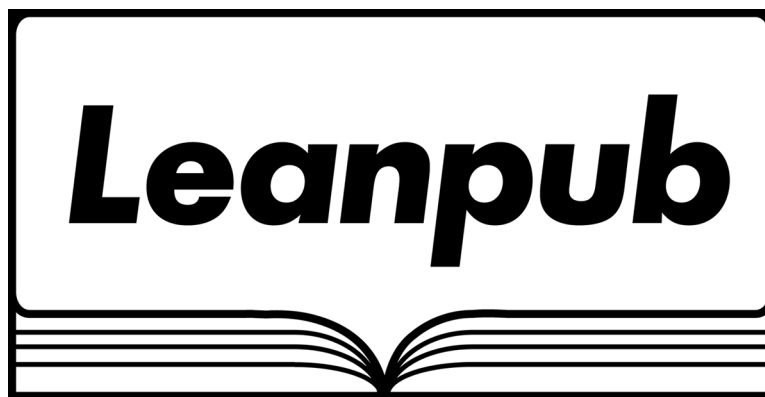
This is the Image Caption

That's it! (See this web page[19] for details on images in Markdown.)

Note: Captions will only appear if an image is on a line all by itself.

Image Format And Resolution

We support PNG, JPEG and GIF formats for images.

Note that it's important to get the size and the resolution of the image right:

- We use **300 pixels per inch (PPI)** in our books, and we recommend you use that for your images. Any smaller PPI is scaled up to 300 PPI. Since we scale up to 300 PPI, your image may look blurry if it's a smaller PPI.

---

[19]http://daringfireball.net/projects/markdown/syntax#img

- If you save your image in a 300 PPI format, a 1200 pixel wide image takes 4 inches (1200 pixels / 300 pixel per inch = 4 inches)
- However, if your save your image in a 72 PPI format (the default in most programs), it can only be 288 pixels wide (72 PPI * 4 inches = 288 pixels). If it's wider, it will bleed into the right margin, and if your image is much too big it may not show up at all. (Please don't use 72 PPI though, since scaling looks like absolute garbage!)

How To Insert Cover Images / Cover Pages

Below are some sections explaining how to put cover images in Leanpub books and what the constraints and optimal settings are. These sections are devided into a *Brief Explanation* and a *Detailed Explanation.*

Brief Explanation

Just put a file called title_page.png in your images directory, and that will get used. The file should be at 300 pixels per inch (PPI, or DPI, dots per inch) resolution for best quality. The actual size of the image varies based on the book style you have chosen. A technical book defaults to 8.5 inch x 11 inch paper. Your cover page should be exactly 2550 pixels wide and 3300 pixels high at 300 PPI. A business book defaults to Digest paper (5.5 inches x 8 inches). Your cover page should be exactly 1650 pixels wide and 2400 pixels high at 300 PPI. A fiction book also defaults to 5.5 inches x 8 inches. So your cover page should be exactly 1650 pixels wide and 2400 pixels high at 300 PPI. Please note that smaller files and resolution values work too (for example, 432x648 at 72 PPI), however these images will be scaled and may look fuzzy.

You can also choose A5 and A4 page sizes. Below is a table setting out the dimensions for cover page images in inches and pixels (width x height) for each page size:

Unit	Digest	US Letter	A5 paper	A4 paper
Inches	5.5 x 8	8.5 x 11	5.8 x 8.3	8.3 x 11.7
PPI	300	300	300	300
Pixels	1650 x 2400	2550 x 3300	1740 x 2490	2490 x 3510

Detailed Explanation

Different book types have different default paper sizes. Each different paper size has a different maximum image width, before your image will bleed over the margin.

Currently all Leanpub books have 1 inch margins.

Before we get into specifics there's one really important thing to note:

Watch Your File Sizes!

Before publishing your book, you should look at the sizes of your images in the images directory. If your images are huge, your book will be too. This is especially true at 300 PPI – the images are a lot bigger than you're used to at 72 PPI.

A simple tip to avoid problems is to use JPEG for all photographs, and to use 80% quality or lower. For figures that are drawings instead of photographs, PNG will look better than JPEG. You should be fine with PNG for these, since drawings typically produce files that are a lot smaller than photographs.

How To Insert Your Cover Image

To insert a cover image, you need to do two things.

First, save the image into the 'images' folder in the 'manuscript' folder for your book.

Second, rename your file 'title_page'. We support .jpg and .png image formats for cover images, so to be very specific, your cover image can be called:

title_page.jpg

or

title_page.png

Just one more thing!! Different book types need covers of different sizes. Here's what you need to know for the different Leanpub book types...

Covers For Technical Books

A technical book defaults to 8.5" x 11" paper. Subtracting margins, you have 6.5" x 9" to work with. So your image can be up to 1950 pixels wide and up to 2700 pixels high at 300PPI. Your cover page uses the full page width, so it should be exactly 2550 pixels wide and 3300 pixels high at 300 PPI.

Here's the sample cover image for a Technical book:

Sample Technical Book Cover

Covers For Business Books

A business book defaults to Digest paper (5.5" x 8"). Subtracting margins, you have 3.5" x 6" to work with. So your image can be up to 1050 pixels wide and up to 1800 pixels high at 300PPI. Your cover page uses the full page width, so it should be exactly 1650 pixels wide and 2400 pixels high at 300 PPI.

Here's the sample cover image for a Business book:
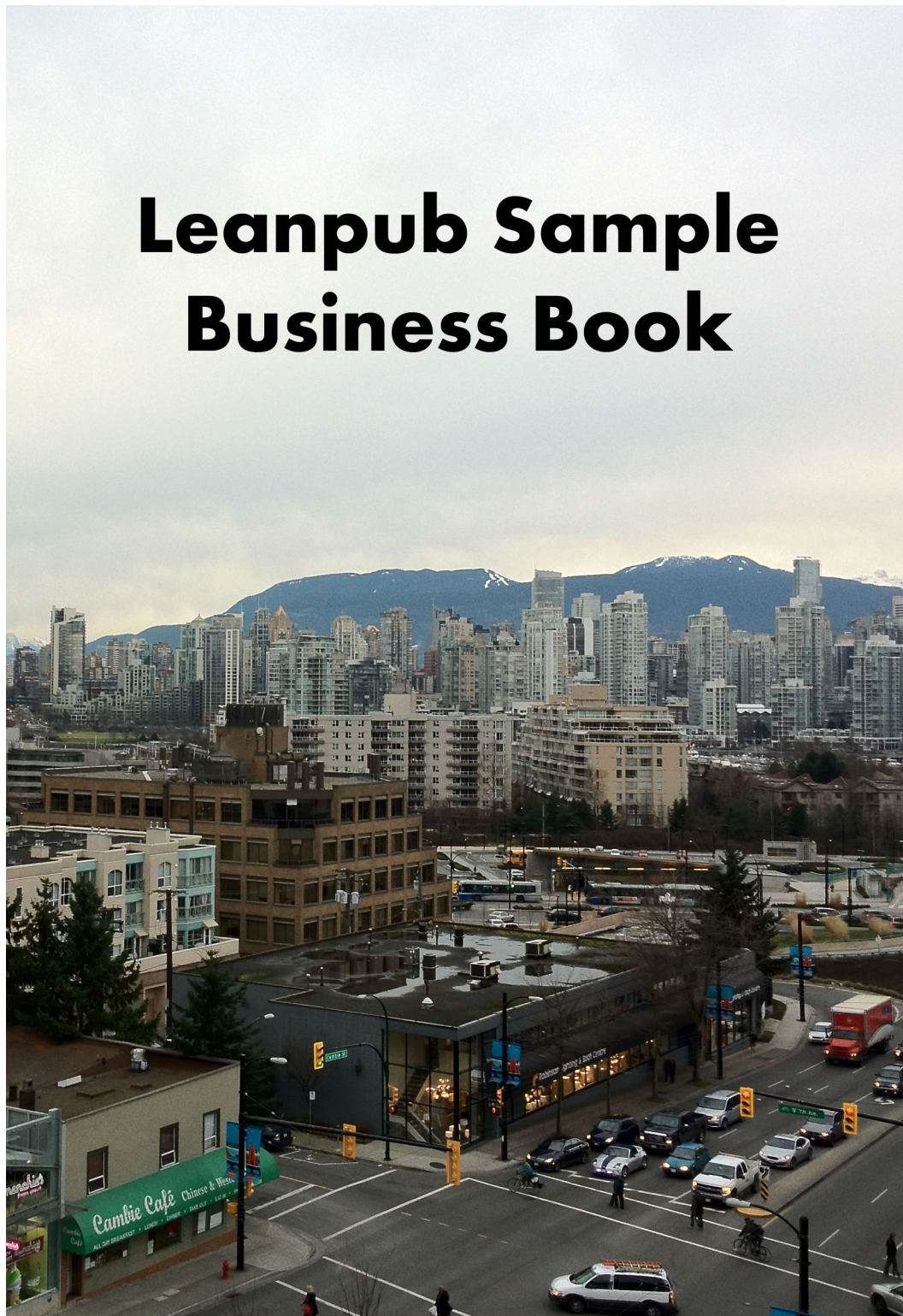
Sample Business Book Cover

Covers For Fiction Books

A fiction book defaults to Digest paper (5.5" x 8"). Subtracting margins, you have 3.5" x 6" to work with. So your image can be up to 1050 pixels wide and up to 1800 pixels high at 300PPI. Your cover page uses the full page width, so it should be exactly 1650 pixels wide and 2400 pixels high at 300 PPI.

Here's the sample cover image for a Fiction book:

**Leanpub Sample
Fiction Book**
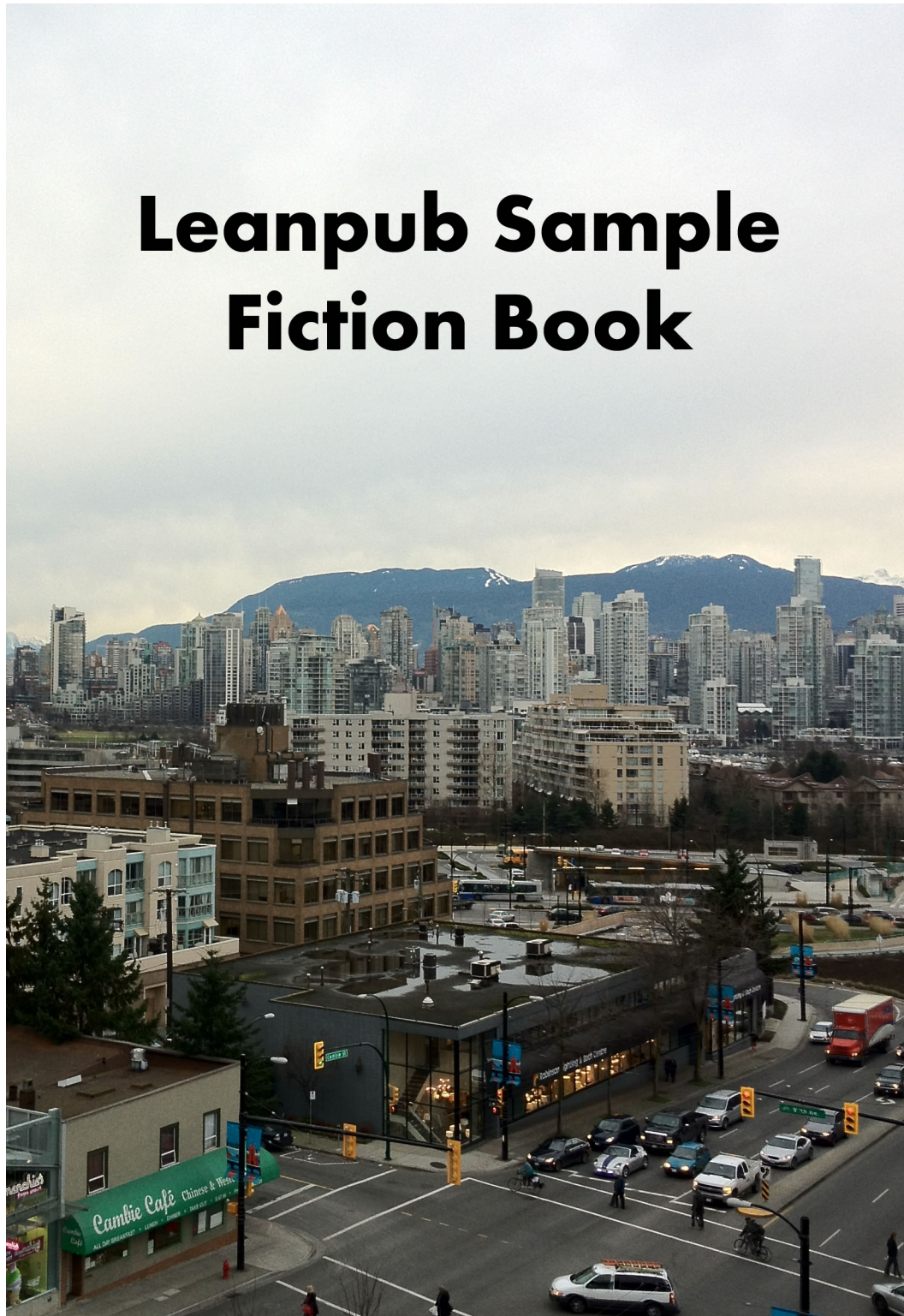
Sample Fiction Book Cover

Questions About Images and Cover Pages

Is there a way to scale pictures?

We know that this isn't perfect, but here's how it works right now. We only scale pictures if they are too big or if their resolution is below 120 DPI. So, if you want the images to be a certain size make their resolution above 120 DPI and their width less than the max width for the page size you are using. That way we'll leave it alone.

The max widths are 6.5" for US Letter and A5 paper and 4.0" for digest and A4 paper.

Your Profile, Dashboard and Account

When you create a Leanpub account, you can edit your personal information.

Once you've logged in to your Leanpub account by clicking 'Sign In' at the top right of the home page, you will see your name appear in the top right. When you click on your name, you will see a drop-down menu with the following options:

- Dashboard
- View Your Profile
- Edit Account

Dashboard

When you click on Dashboard, you will be taken to your Dashboard. There are five tabs in your Dashboard:

- Your Books
- Your Bundles
- Edit Account
- Pending Invitations
- Your Purchases

Your Books

This is the Dashboard tab you are taken to by default. Here, you'll see all the Leanpub books you're working on, and which books are in stealth mode.

If you click on the blue text for each book's title:

a) if your book is in stealth mode, you will go to your book's Settings page. b) if your book is not in stealth mode, you will go to your book's Landing page.

If you click on the author name, you will go to that author's Profile page. (If your book has more than one author, you will see all the author names).

Your Bundles

On this page, you'll see information related to any bundles you've created.

Other Bundles Which Include Your Books

Other authors can create and propose bundles which include your books. These bundles show up in your Pending Invitations tab above. If all the authors in a bundle accept the bundle, the bundle is published and shows up here.

In the table, you will see information related to each bundle, including its name, state (pending or accepted), Total Royalties (your royalties), Minimum Price and Suggested Price.

Bundles You've Created

Here you'll see similar information as described in the section above, except it's for bundles you've created.

New Bundle

After you fill in this information and create your bundle, you will be able to add books to it. The bundle gets the same 90% - 50 cents royalty that Leanpub books do. This bundle royalty is then split up between the books in the bundle according to percentages you set. If you include other authors in your bundle, make sure you are generous with the percentages: they must approve the bundle for it to be published.

In this section, you can set the new bundle name, URL, Minimum and Suggested Prices, and add some information About the Bundle. See the Bundles section elsewhere in this manual for more information.

Edit Account

On this page, you can edit your account information.

Full Name and Username

At any time, you can change your Full Name and your Username (though you can only have a username someone else hasn't taken). Your Full Name will appear as your author name on your books and on Leanpub wherever your book is featured, including the landing pages for your books.

Email and Paypal Email

You can also change the email address you use with Leanpub, and you can enter a separate email for receiving PayPal payments from Leanpub (otherwise we'll use your Leanpub account email to pay you your royalties through PayPal).

New Password

You can change your Leanpub account password here anytime.

Picture

You can upload a picture here that will be displayed in your Profile and on your landing page(s).

Twitter ID

If you have a Twitter ID, enter it here and it will appear in your Profile and on your landing page(s).

About You

Information you enter here will appear in your Profile and on your landing page(s). You can override the About You information for the landing pages of individual books in the 'Custom About the Author Blurb' section on the 'Landing Page' tab of your book's Settings page.

As always, make sure to click the button at the bottom of the page to register any changes you've made.

Pending Invitations

If someone has invited you to join a bundle including one or more of your books, you will see pending invitations on this page.

You can check out the bundle name, your proposed percentage of the royalties, and your minimum royalty per sale. If you like the offer, just click 'Accept'; if you don't, you can click 'Reject'.

Your Purchases

On this page you'll find download links for all the Leanpub books you've bought.

You'll also see the following features:

Download Your Books

You can click the links you'll find here to download the latest versions of any books you've purchased. You can download versions in PDF, EPUB (for iPad etc.) and MOBI (for Kindle) formats.

You can also change your email settings for each book. You can choose to be emailed about new book releases, and/or to receive separate emails from the book's author. By default, these options are selected.

Send To Readmill

If you use the awesome Readmill app, which lets you store a library of your ebooks on the web, just click the 'Send To Readmill' button for any book you've purchased. For more information on Readmill, check out their website at http://readmill.com/[20] and to read more about the 'Send To Readmill' feature, click here[21].

Email Preferences

Leanpub authors are never given your name or email address. However, by default they can use the Leanpub website to email you when new versions of their books are ready for you to download, and they can also email you with announcements related to their books. You have the ability to configure whether you want those emails on a per-book basis above and saving below. However, you can also just turn all Leanpub email off by unchecking this checkbox and saving below.

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[20]http://readmill.com/

[21]http://blog.readmill.com/post/24951049940/introducing-library-and-send-to-readmill

Send books right to your Kindle

Every Kindle has an email address. You can find yours by going to your personal Documents Settings on Amazon. It will be something like "your.name@kindle.com". Enter the "your.name" part in the input box you'll find in this section.

While you are there, you also need to add `hello@leanpub.com` as an approved email address. (Look for "Add a new approved e-mail address" near the bottom of the page).

Once you have saved these settings (click on the button below), you will see "send to Kindle" links for all of your purchases.

To avoid costing you money, we only send to the @free.kindle.com address, which only works on models with wi-fi.

As always, make sure to click the button at the bottom of the page to register any changes you've made.

View Your Profile

When you click View Your Profile, you'll be taken to your Profile page (unless all your books are in Stealth Mode - if they are we assume you want your Profile invisible to the public too. If you try to go to your Profile when all your books are in Stealth Mode, you'll just go to Leanpub's home page.)

On your Profile page, you'll see a list of all your books that aren't in Stealth Mode. Your Profile page is public, and is what other people will see if they click on your name when it appears on Leanpub in connection with any of your books.

At the top of the page, you'll also see any 'About You' information that you entered in the 'Edit Account' section, as well as your chosen picture and Twitter ID.

Edit Account

If you click on Edit Account in the dropdown menu that appears after you click on your name in the top right of the page after you sign in, you'll go to the Edit Account section (see above).

The Landing Page

When you create a new book, Leanpub creates a web page or 'landing page' for your book. This is a central location where readers can find out about your book - and where they can click to buy it!

You can hide the landing page by selecting the 'Stealth Mode' option in the book's settings. However, we generally recommend having a public landing page for your project as soon as you start working on Leanpub. Telling people what you're working on can be a great way of drumming up and gauging interest in your project.

Please note that while the content of the page can be customized and there are some features you can turn on and off, as always on Leanpub we don't want you worrying too much about design, so the overall design of your web page is already set. Also, we want a uniform look for Leanpub - we don't want to make the MySpace mistake!

The following sections set out some aspects of the Leanpub landing page.

Table of Contents

The Table of Contents is added to your book's landing page automatically when you publish, and re-generated every time you publish.

If you want to add something before you publish, then it (currently) has to be done by hand.

Widget

We provide embeddable widgets for you to stick on other websites to promote Leanpub books and bundles!

You can grab the embed code to any Leanpub book or bundle by clicking on the "Copy embed code" button on the book/bundle page. Then just paste the HTML code into your blog post, template, or whatever you want! (For an example, see http://scottpatten.ca[22]).

You can adjust the size of the widgets by playing with the "width" and "height" parameters in the embed code. They were designed for 160px by 400px, but should look decent at other sizes.

---

[22]http://scottpatten.ca

Publishing

How To Publish Your Book On Leanpub

When you're edited your Preview and you're ready to make you book available to the public, just go to the Publish page in your book tools and click 'Publish My Book'!

Notifying Readers When You Publish

Whenever you publish your book (that is, when you publish it for the first time, and whenever you publish a new version), you can choose whether or not to email your existing readers (you'll see this option on the Publish page; by default readers are not emailed). We recommend only emailing readers once or twice a month. (Your readers can choose whether they want to be emailed with updates from you.)

ISBNs

Here is some information about ISBNs and whether you need one or not for your book:

- For publishing on Leanpub, you do not need an ISBN.
- If you do need an ISBN for publishing with another service, the rules are that an ISBN refers to a specific format of a book, so theoretically you should have one for epub, one for mobi and another for PDF.
- According to the Int'l ISBN's own position paper[23], the ISO standard says:

  "Each different format of an electronic publication (e.g. '.lit', '.pdf', '.html', '.pdb') that is published and made separately available shall be given a separate ISBN."

- As a Canadian publisher, one of the requirements for us is to send a copy of each book we get an ISBN for to the Canadian archives. We do that when we publish to iBooks for you. There's no requirement to do this until you have an ISBN, and this is a strictly Canadian requirement. There may be similar requirements for other countries, but these won't affect you unless you get an ISBN through them.

---

[23]http://www.isbn.org/standards/home/images/isbn_agency_e-books_position_paper.pdf

Changing Your Title and URL

You can change the title of your book at any time, even after you've published it for the first time. However, please note that after you've made your first sale (congratulations!), you can't change the URL for your book's landing page.

Questions About Publishing on Leanpub

If I publish my book on Leanpub, can I also publish it elsewhere?

Yes! You are totally free to take the files we generate and and do what you like with them, e.g. publish with Amazon, Apple or Kobo, or to approach a traditional publisher with your work in the traditional way.

If I'm going to publish my book while it's in progress, how much of my book should I have completed before I publish for the first time?

This will be different for every author. For a discussion about this issue amongst Leanpub authors, please go here[24].

---

[24]https://groups.google.com/group/leanpub/browse_thread/thread/ee204496af78e919#

Languages and Letter Accents

Setting the Main Language Used in the Book

In the Settings page in your book tools, you can set the main language used in the book.

By default, the main language is English.

This helps us to set up the fonts that we use in your book. If you are writing with a mixture of languages that includes Chinese, Japanese or Korean, then you should select Chinese, Japanese or Korean. If you have troubles with characters not showing up properly, please let us know at mailto: hello@leanpub.com.

Overriding Leanpub Language Defaults

You can tell Leanpub what encoding a file is in via a snippet of text that you put at the top of the file:

\

This will let you over-ride our encoding guessing.

[to be updated]

Parts, Chapters and Sections

Parts

To start a new "Part" in your book, you start a line with `-#` followed by the title of the Part.

```
1   -# Part 1
```

Chapters, Sections and Sub-sections

Chapters are started by a single `#`. Sections with two `##`, sub-sections with three `###` all the way down to sub-sub-sub-sections `#####`.

```
1   # Chapter 1
2
3   ## Section 1.1
4
5   ### Sub-section 1.1.1
6
7   #### Sub-sub-section 1.1.1.1
8
9   ##### Sub-sub-sub-section 1.1.1.1.1
```

Please note that only lines of text with one or more number signs will show up in the Table of Contents (you can control what level of hierarchy you want to show up in your Table of Contents in the Settings section for your book).

Table of Contents

Leanpub automatically generates a Table of Contents for you. It will show Chapter headings in bold in a large font.

Front Matter, Main Matter and Back Matter

Authors often want their books to be composed of distinct front, main, and even back 'parts'. For example, an Introduction and Dedication will be numbered separately from the main chapters of

the book. So an Introduction might be numbered (if you want numbering) 1, the Dedication 2, and then for Chapter One the numbering will start over at 1.

To format sections as front matter (like an introduction), main matter (the chapters of your book) and back matter (an appendix, say), you just need to type the following at the point where you want the front matter, main matter or back matter section to begin:

{frontmatter}

{mainmatter}

{backmatter}

Each instruction should be on a line by itself, with blank lines **above and below** it. Unless the instruction is the first line in a .txt file, in which case you just need a blank line below it.

We do generally recommend that each instruction for a part should have its own file, so things are clear in book.txt. That means you should have a separate file that contains only the e.g. backmatter instruction and is called "backmatter.txt".

Introduction, Acknowledgments, Dedication

These sections are usually included at the front of the book as front matter. Files designated as front matter will be numbered as a separate set of files and their page numbers will be roman numerals (i.e. 5 is V). This means that when you start the next section, the numbering starts over.

To designate that a section is front matter, at the beginning of the section, just type:

{frontmatter}

on a separate line, with blank lines **above and below** it.

When you want the 'mainmatter' section to start, just type:

{mainmatter}

at the start of the main matter section (or at the end of the front matter section) on a separate line, with blank lines **above** and **below** it.

One easy way to do this is to make a separate text file that just contains the syntax indicating the start of the section.

So you could create a new text file, and just type:

{frontmatter}

and nothing else! If you save the file as frontmatter.txt in your Book.txt file, it might look like this:

frontmatter.txt introduction.txt dedication.txt

and Leanpub will know to format introduction.txt and dedication.txt as front matter.

Front matter has no section numbering, even if you have turned on section numbering for the rest of your book.

Also, you only need to give each instruction once, and that instruction applies to everything that comes after, unless you type a new instruction. So if you type `{frontmatter}` in one file, everything after it will be frontmatter until you type `{mainmatter}`.

Appendix, Appendices, Index

These sections are usually included at the back of the book as back matter. Files designated back matter will be numbered as a separate set of files and their page numbers will be roman numerals (i.e. 5 is V). Back matter has no section numbering, even if you have turned on section numbering for the rest of your book.

To designate that a section is back matter, at the beginning of the section, just type:

{backmatter}

on a separate line, with blank lines **above and below** it.

Front Matter, Main Matter, and Back Matter Example

Below is a sample Table of Contents page showing Frontmatter (the Introduction and Dedication), Mainmatter (Chapters One, Two and Three, with section numbering), and Backmatter (Appendix One and Two).
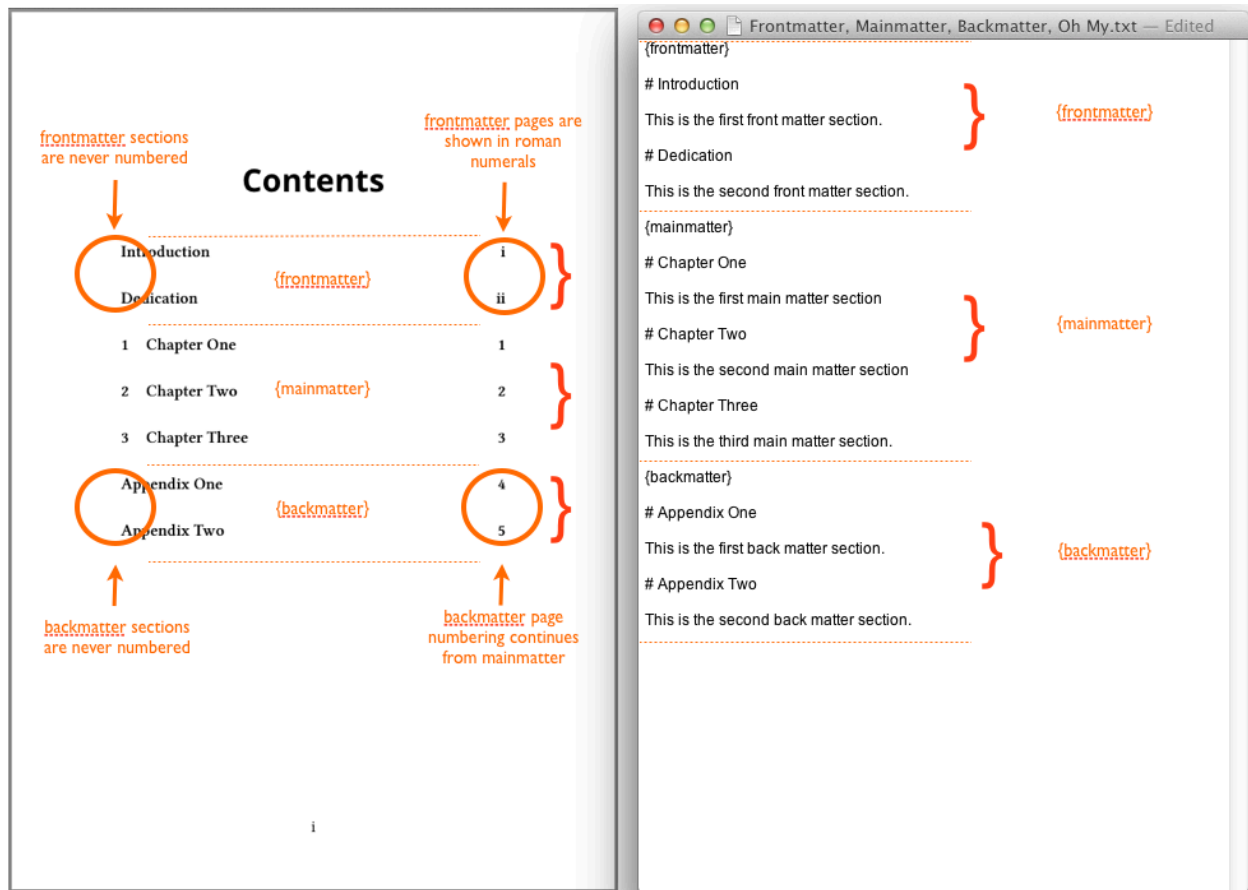
You could make this book using a single .txt file with the following content:

{frontmatter}

Introduction

This is the first front matter section.

Dedication

This is the second front matter section.

{mainmatter}

Chapter One

This is the first main matter section

Chapter Two

This is the second main matter section

Chapter Three

This is the third main matter section.

{backmatter}

Appendix One

This is the first back matter section.

Appendix Two

This is the second back matter section.

Styling Text

Bold and Emphasis

You can *emphasise* text by putting * before and after the text.

```
1   I am *emphatic*
```

You can make **bold** text by putting ** before and after the text.

```
1   I am **bold**
```

Superscripts

Surround something in carets ˆ to make it superscript. Like 1st or 2nd.

```
1   1^st^ or 2^nd^
```

Monospaced Text

Use backticks to make text `monospaced` (it looks red here, but won't in your book).

```
1   I am `monospaced`!
```

Blocks Of Text

Paragraphs

Paragraphs are consecutive lines of text. You can separate paragraphs from each other by putting a blank line between them.

You can also separate paragraphs, or blocks of text, by adding two spaces at the end of the paragraph. This is useful when you are going to follow a paragraph with another kind of text block, like a numbered list, or any of the other kinds listed in this section.

```
1  Paragraphs are consecutive lines of text.
2
3  You can separate paragraphs from each other by putting a blank line between\
4   them.
5
6  You can also separate paragraphs, or blocks of text, by adding two spaces
7  at the end of the paragraph. This is useful when you are going to follow
8  a paragraph with another kind of text block, like a numbered list.
```

Centering Paragraphs Or Lines Of Text

You can center paragraphs or lines of text by putting C> (followed by a space) at the start of the line. Just type this in your .txt file:

```
1  C> This is a centered sentence on its own.
```

...and you'll see this in your Leanpub book:

<div align="center">This is a centered sentence on its own.</div>

You can also group together blocks of centered text. Just type something like this in your .txt file:

```
1  C> This is a centered sentence.
2  C> Another centered sentence, in the same paragraph as sentence one.
3  C>
4  C> This sentence will be in a new paragraph.
```

...and you'll see this in your Leanpub book:

<div align="center">This is a centered sentence. Another centered sentence, which will be in the same paragraph as sentence one.</div>

<div align="center">This sentence will be in a new paragraph.</div>

Numbered/Ordered Lists

Numbered lists are easy to make.

1. This is the first item in the numbered list.
2. Each number (plus a period) should be followed by a space.
3. Once you start a numbered list, it doesn't matter what number you put at the beginning of the line. This line starts with 1. as it is written, but appears in the ebook as 3.

```
1  1. This is the first item in the numbered list.
2  2. Each number (plus a period) should be followed by a space.
3  1. Once you start a numbered list, it doesn't matter what number you put at\
4   the beginning of the line. This line starts with 1. as it is written, but \
5  appears in the ebook as 3.
```

Unordered/Bulleted Lists

To make a list without numbers, where items are separated by bullets, you add an asterisk * followed by a space at the beginning of a line.

- This is the first item in a bulleted list.
- This is the second item in a bulleted list.
- You can also use hyphens - to indicate you are making a bulleted list

```
1  * This is the first item in a bulleted list.
2  * This is the second item in a bulleted list.
3  - You can also use hyphens - to indicate you are making a bulleted list
```

Nested Lists

If you want nested lists, then you indent by two spaces:

- one
- two
- three

  - three.one
  - three.two

```
1   * one
2   * two
3   * three
4     * three.one
5     * three.two
```

Putting Code Blocks Inside Lists

To put a code block in a list, do something like this:

- one

```
1       #!/usr/bin/env ruby
2       puts "hiya"
3       10.times {|n| puts n}
```

- two
- three

Some notes:

1. The code is indented by 8 spaces, not the usual 4.
2. There must be a blank line before and after the code block
3. Tilde delimited code blocks do not work.

```
1   * one
2
3           #!/usr/bin/env ruby
4           puts "hiya"
5           10.times {|n| puts n}
6
7   * two
8   * three
```

Putting Paragraphs Into Lists

If you'd like to add a paragraph in the middle of a list, and have the list numbering continue afterwards, you can indent the paragraph by four spaces.

1. This is the first one

2. The second

   A whole lot more info about the above item.
3. This is the third item
4. This is the 4th item

```
1  1. This is the first one
2  1. The second
3
4     A whole lot more info about the above item.
5  1. This is the third item
6  1. This is the 4th item
```

Blockquotes

> **This is a blockquote**
>
> A blockquote should be indented.
>
> The second paragraph should be indented as well.
>
> And the third!
>
> > You can also have blockquotes inside blockquotes

```
1  > **This is a blockquote**
2  >
3  > A blockquote should be indented.
4  >
5  > The second paragraph should be indented as well.
6  >
7  > And the third!
8  >
9  > > You can also have blockquotes in blockquotes
```

Asides/Sidebars

The code for the aside is:

```
1  A> This is an aside.
2  A>
3  A> This is also sometimes known as a sidebar.
4  A>
5  A> To make one of these, put `A>` at the beginning of the lines of
6  A> the aside, similar to the `>` that you use for a blockquote.
```

This is what the aside will look like:

> This is an aside.
>
> This is also sometimes known as a sidebar.
>
> To make one of these, put A> at the beginning of the lines of the aside, similar to the > that you use for a blockquote.

If you want to title an Aside, you do it like this:

```
1  A>## Your title goes here.
2  A>
3  A> This is also sometimes known as a sidebar.
```

This is what the aside with a title will look like:

> # Your title goes here.
> This is also sometimes known as a sidebar.

If you want to cross-link to your aside, you can name your aside like this:

```
1  A>## Your Aside title {#your-aside-title}
2  A>
3  A> This is also sometimes known as a sidebar.
```

> ## Your Aside title
>
> This is also sometimes known as a sidebar.

Please note that headers `##` that are inside of quotes, asides, etc. are not included in section numbering.

More Text Block Types

In addition to asides, there are warnings (`W›`), tips (`T›`), errors (`E›`), information (`I›`), questions (`Q›`), discussions (`D›`) and exercises. These are the same as asides, except they have a relevant icon in them.

Below you'll find examples of each block type.

Warning!

Here's the code for a Warning:

```
1  W›## This is a Warning
2  W›
3  W› Warnings are generated by using `W›` at the beginning of lines.
```

And here's what it looks like:

> ⚠ **This is a Warning**

Tips

Here's the code for a Tip:

```
1   T>## This is a Tip
2   T>
3   T> To make a tip, put `T>` at the beginning of the lines of
4   T> the tip, similar to the `>` that you use for a blockquote.
5   T>
6   T> To make paragraphs in a tip, you need to put lines
7   T> with just `T>` between your paragraphs.
```

And here's what it looks like:

> ## 🔑 This is a Tip
>
> To make a tip, put T> at the beginning of the lines of the tip, similar to the > that you use for a blockquote.
>
> To make paragraphs in a tip, you need to put lines with just T> between your paragraphs.

Errors

Here's the code for an Error:

```
1   E>## This is an Error
2   E>
```

And here's what it looks like:

> ## 🐛 This is an Error

Information

Here's the code for an Information box:

```
1  I›## This is an Information box
2  I›
```

And here's what it looks like:

> ℹ️ **This is an Information box**

Questions

Here's the code for an Question box:

```
1  Q›## This is an Question box
2  Q›
```

And here's what it looks like:

> ❓ **This is an Question box**

Discussions

Here's the code for a Discussion box:

```
1  D›## This is an Discussion box
2  D›
```

And here's what it looks like:

> 💬 **This is an Discussion box**

Exercises

Here's the code for an Exercise:

```
1  X>## This is an Exercise
2  X>
3  X> Exercises are generated by using `X>` at the beginning of lines.
```

And here's what it looks like:

This is an Exercise

Exercises are generated by using X> at the beginning of lines.

Code

Lots of Leanpub authors write about computer programming. Here are some instructions and tips for using code in your Leanpub book.

Code Samples

If you are writing a programming or technical book you may want to add code blocks.

There are three ways to insert code blocks into a Leanpub book.

First, you can just type in the code directly. To indicate that you are writing a code block, indent each new line of code with 4 spaces.

```
1   This is the first line of code.
2   This is the second line of code.
3   And this is the third line of code!
```

```
1       This is the first line of code.
2       This is the second line of code.
3       And this is the third line of code!
```

Second, you can also make code blocks by adding a set of 8 tildes ∼∼∼∼∼∼∼∼ above and below the code block.

(Actually, we support any number of tildes for code blocks as long as the number of tildes before and after the code-block is the same, but we recommend using 8 as best practice).

Third, when you're writing you can refer to external code samples in a 'code' folder in the 'manuscript' folder for your book.

Here is a code sample:

```
1   #!/usr/bin/env ruby
2   puts "Hello World, I'm a code sample in an e-book!"
```

```
1   Here is a code sample:
2
3   <<(code/sample1.rb)
```

Here is another sample:

This Code Sample Has A Title

```
1  #!/usr/bin/env ruby
2  puts "Hello World, I'm the code sample number #{1+1} in an e-book!"
```

This text is after the code sample.

```
1  Here is another sample:
2
3  <<[This Code Sample Has A Title](code/sample2.rb)
4
5  This text is after the code sample.
```

Actually there's one more way to format lines of code. For short chunks, less than a line in length, you can put the code between back-ticks '.

Here is some code between back-ticks

```
1  `Here is some code between back-ticks`
```

Overriding The Default Syntax System

Leanpub attempts to guess the language for syntax highlighting. However, sometimes you will want to specify the language yourself, for example if Leanpub guesses wrong.

When things don't work, you can force the language by doing this:

```
1  Error: Something terrible has happened!
```

```
1  {:lang="js"}
2      Error: Something terrible has happened!
```

We use Pygments for our syntax highlighting. You can see the list of languages supported here: http://pygments.org/languages[25]. It includes Java, bash, JSON and HTML.

If you have a code block for which you want no syntax highlighting, you can use ':lang="text"'.

```
1  Error: Something terrible has happened!
```

```
1  {:lang="text"}
2      Error: Something terrible has happened!
```

---

[25]http://pygments.org/languages

Vim Syntax Fix for Code Markup

Here's how to make sure your code snippets will work with the official Markdown syntax provided by the Vim text editor.

Just create a markdown.vim file in your .vim/after/syntax dir and add the following lines:

```
syn match markdownLeanCode 'ˆ<<(.*)$'
</br>
hi def link markdownLeanCode markdownH1
```

Adding Captions to Code Snippets

We don't support adding captions to code snippets yet, but we plan to implement this functionality someday.

The idea is there in the syntax for external code samples, so you can do something like this:

<<Title of my code snippet[26]

But the title is not used in your book (yet).

Turning Off Line Numbers in Code Samples

You can turn off line numbers in code samples. If you go to your books Settings page, in the Formatting tab you can just uncheck "Show line numbers on code samples".

Setting Line Numbers in Code Samples

Sometimes an author may want to begin a code sample with numbering that shows it is a continuation of a previous code sample. To set the first number of a code block, do this:

{line-numbers=on,starting-line-number=32}

â€¦. though of course you can choose whatever number you like.

Here's an example of how this looks, followed by the text as it is written in Markdown:

---

[26]code/some_code.js

```
32  module Leanpub
33    module Generate
34
35      class Leanpub::Generate::BinaryLatexGenerator
36
37        attr_reader :start_chapter, :end_chapter
38        attr_accessor :results
39
40        ...
41
42      end
43    end
44  end
```

```
1   {line-numbers=on,starting-line-number=32}
2   \~~~~~~~~~
3   module Leanpub
4     module Generate
5
6       class Leanpub::Generate::BinaryLatexGenerator
7
8         attr_reader :start_chapter, :end_chapter
9         attr_accessor :results
10
11        ...
12
13      end
14    end
15  end
16  \~~~~~~~~~
```

Code Samples In Asides

This will work if you put the A> before every line in the code sample. Note that you'll have a few less characters to work with due to the indentation in the aside.

Like this:

```
1   A> ^[r1184]^ This behaviour makes it hard to execute VCL code from the
2   `OnStop` so revision 1184 introduced another variation of `OnStop` that
3   accepts a delegate with an `IOmniTask` parameter.
4   A>
5   A> {:lang="pascal"}
6   A> ~~~~~~~~~~~~~~~
7   A>   TOmniTaskStopDelegate = reference to procedure (const task: IOmniTask)\
8   ;
9   A>
10  A>   IOmniParallelLoop = interface
11  A>     ...
12  A>     function  OnStop(stopCode: TOmniTaskStopDelegate):
13  IOmniParallelLoop; overload;
14  A>   end;
15  A> ~~~~~~~~~~~~~~~
16  A>
17  A>^[r1184]^ Using this version of `OnStop`, the termination handler can use\
18
19  `task.Invoke` to execute some code in the main thread. This, however,
20  requires the `ForEach` abstraction to stay alive until the `Invoke`-d code
21  is executed so you must store the `ForEach` result
```

[r1184] This behaviour makes it hard to execute VCL code from the OnStop so revision 1184 introduced another variation of OnStop that accepts a delegate with an IOmniTask parameter.

```
1     TOmniTaskStopDelegate = reference to procedure (const task: IOmniTask);
2
3     IOmniParallelLoop = interface
4       ...
5       function  OnStop(stopCode: TOmniTaskStopDelegate):
6   IOmniParallelLoop; overload;
7     end;
```

[r1184] Using this version of OnStop, the termination handler can use task.Invoke to execute some code in the main thread. This, however, requires the ForEach abstraction to stay alive until the Invoke-d code is executed so you must store the ForEach result

Code Sample Titles

A code block without a title looks like this:

```ruby
1  class Book
2
3    def initialize(title, subtitle)
4      @title = title
5      @subtitle = subtitle
6    end
7
8  end
```

To give a code block a title, you need to add the following on a line by itself before the code block:

{title="Title", lang=ruby}

Adding a title styles it a bit differently. Here is an example of what it looks like, followed by the actual text written in Markdown that produces the title and code block (though please ignore the backslahes \!):

Example 12: Creating a class in Ruby

```ruby
1  class Book
2
3    def initialize(title, subtitle)
4      @title = title
5      @subtitle = subtitle
6    end
7
8  end
```

```
1  {title="Example 12: Creating a class in Ruby", lang=ruby}
2  \~~~~~~~~
3  class Book
4
5    def initialize(title, subtitle)
6      @title = title
7      @subtitle = subtitle
8    end
9
10 end
11 \~~~~~~~~
```

You can specify multiple attributes (like the title and the language for syntax highlighting) like this:

`{lang=text, line-numbers=off}` ~~~~~~~~ `\{title="Some Title", lang=coffeescript}` ~~~~~~~~

Here's an exmaple:

Example 13: Creating a class in CoffeeScript

```
1  class Book
2    constructor: (@title, @subtitle) ->
3      # Other initialization code goes here
```

Here's the text in Mardown that produced the code sample above (though please ignore the backslashes \!)

```
1  {title="Example 13: Creating a class in CoffeeScript"}
2  \~~~~~~~
3  class Book
4    constructor: (@title, @subtitle) ->
5      # Other initialization code goes here
6  \~~~~~~~
```

PHP syntax highlighting

This code is PHP and has `<?php` tags around it:

```
1  <?php
2
3  // application/routes.php
4  Route::get('/', function()
5  {
6        return View::make('home.index');
7  });
```

This code has no `<?php` tags, but should really still be highlighted:

```
1  // application/routes.php
2  Route::get('/', function()
3  {
4         return View::make('home.index');
5  });
```

Here's the Markdown that produced those two sections:

```
1   This code is PHP and has `<?php` tags around it:
2
3   {: lang="php" }
4          <?php
5
6          // application/routes.php
7          Route::get('/', function()
8          {
9                 return View::make('home.index');
10         });
11
12
13  This code has no `<?php` tags, but should really still be highlighted:
14
15  {: lang="php" }
16         // application/routes.php
17         Route::get('/', function()
18         {
19                return View::make('home.index');
20         });
```

Questions About Code

I'd like to make available source code to my readers. Does leanpub provide support for this?

We don't provide a specific feature for making source code available to your readers. But there are a number of ways to do this, of course!

Here are some options that came up in a discussion of this topic on the Leanpub Google Group:

- Put source code on the Google Code (http://code.google.com) and put a link to the code in the introductory part of your book.

- Make a downloadable zip file:

  1. Make the zip file and upload it somewhere.
  2. Put the link to the zip file in the About the Book description which shows up on the landing page for the book.
  3. Put the link to the zip file in the front matter of the book to tell people where they can get the supporting material.

- Use a public GitHub repository

Links

Links Become Footnotes

We support Markdown syntax for links, as well as normal HTML links. Both of these are converted into functioning footnotes in the PDF. Here's an example of a link to Leanpub:

Leanpub[27]

```
1   [Leanpub](http://leanpub.com)
```

Long Hyperlinks

If you have particularly long hyperlinks in your text, you may prefer to make the long link show up only in the footnote.

For example, instead of doing this:

https://groups.google.com/group/leanpub/browse_thread/thread/9dd1391e6d9899c9[28]

```
1   [https://groups.google.com/group/leanpub/browse_thread/thread/9dd1391e6d989\
2   9c9](https://groups.google.com/group/leanpub/browse_thread/thread/9dd1391e6\
3   d9899c9)
```

You can do this:

add a link name here[29]

```
1   [add a link name here](https://groups.google.com/group/leanpub/browse_threa\
2   d/thread/9dd1391e6d9899c9)
```

The part inside of the square brackets becomes a clickable link followed by a footnote number. The part in parentheses becomes a footnote, which is also clickable.

---

[27]http://leanpub.com
[28]https://groups.google.com/group/leanpub/browse_thread/thread/9dd1391e6d9899c9
[29]https://groups.google.com/group/leanpub/browse_thread/thread/9dd1391e6d9899c9

Footnotes and Hyperlinks in PDF

There is a setting on the formatting tab of your book's setting page that allows you to choose whether links are rendered as footnotes or html-style-links in PDFs. The option is:

Show links as footnotes in PDFs

It's checked by default.

There are 3 types of links:

- URLs (a link where the URL is the text shown and the link it's going to)
- normal links to web pages (where the display text is different than the URL)
- crosslinks within the book

This affects formatting of PDFs:

For Books that have the above checkbox checked:

URLs:

- no footnote
- make clickable
- the text is a dark-blue

Normal links to web pages:

- footnote
- make clickable in both spots
- do not make them look any different than other text because that gets rid of the point of footnotes

Crosslinks:

- no footnote
- make clickable
- the text is a dark-grey

For Books that have the checkbox unchecked:

URLs:

- no footnote

- make clickable
- the text is a dark-blue

Normal links to web pages:

- no footnote
- make clickable
- the text is a dark-blue

Crosslinks:

- no footnote
- make clickable
- the text is a dark-grey

Footnotes and Endnotes

Footnotes

To add a footnote, you insert it like this[30] and then you define the footnote content later. That's it. Then you can keep writing content after the footnote content definition as well.

```
1  To add a footnote, you insert it like this[^foo] and then you define the fo\
2  otnote content later.
3
4  [^foo]: This is the footnote text.
5
6  That's it.  Then you can keep writing content after the footnote content de\
7  finition as well.
```

Endnotes

[to be completed!]

---

[30]This is the footnote text.

Crosslinks

Crosslinks link one part of your book to another part of your book.

There are two steps to making a crosslink:

1. Give the thing you want to crosslink to an ID.
2. Create a crosslink to that ID.

Quick Explanation

Crosslinks are just like other links in Markdown, except that instead of linking to a web page, you link to an ID name you've created.

So, if you want to link the words 'a previous chapter' to a chapter heading in your book, you would type something like:

```
1   As we discussed in [a previous chapter](#chapter-32)...
```

... if you have already assigned an ID name to the chapter heading, like this:

```
1   # Chapter 32 {#chapter-32}
```

Longer Explanation

To link from one word (or set of words) to another, you first need to identify the word (or words) you want to link to. To do that, you need to give the word you want to link to an ID name. The ID name will not be visible to the reader.

You can create an ID name by adding some text enclosed in { and }, plus a number sign #, like this:

`{#IDname}`

You can call the ID anything you like, which is why we just wrote 'IDname' in this example.

So, for example, if you want to link to the start of a chapter, you can add an ID to the line at the start of the chapter, like this:

```
1   # Chapter 32 {#chapter-32}
```

Crosslinking to something with an ID

Now that the item you are crosslinking to has an ID, you can link to it from anywhere in your text.

To do that, surround the word or words you want to turn into a link with [and], and then follow that with a section in (and) which includes the ID name you made up.

To complete the example, here's what you would type if you wanted the words 'a previous chapter' to become a link to the ID {#chapter-32}:

```
1  As we discussed in [a previous chapter](#chapter-32)...
```

Some Crosslink Details

Here we give an ID of shopping-list to a list.

```
1  {#shopping-list}
2  * Bananas
3  * Cream
4  * Pie Crust
```

Make sure not to put the ID within an element, like a list or a code block, however. The ID should come before or after the element. So you can do this:

```
1  {#anchor}
2  - `test`
3
4      abc
```

but not this:

```
1  - `test`
2  {#anchor}
3
4      abc
```

Here are some further technical details:

This Markdown:

```
  • test
    abc
```

Produces this HTML (and similar LaTeX):

```
 1  [Currently, crosslinks jump to below the section heading. This is a bug in \
 2  Leanpub's backlog to fix.]
 3
 4
 5
 6
 7
 8  {bump-link-number}
 9
10  # Breaks
11
12  Here's how you can create line breaks and page breaks on Leanpub.
13
14  ## Pagebreaks
15
16  You can force a page break by adding `{pagebreak}` on a line by itself, wit\
17  h blank lines before and after. For example:
```

And the winner is....

Ta-dah! ~~~~~~~~

Line Breaks

Also, in your book Settings you can select the option: "No indent, small vertical space between paragraphs".

Tables

To make a table, you use vertical bars (|) to separate the columns of your tables. Here are a few examples.

This results in a very simple table with two columns of ingredients:

```
1  | 2 cups old fashioned oats           | 1 1/2 tsp vanilla  |
2  | 1 cup sunflower seeds               |  1/4 tsp salt |
3  | 1 cup shredded coconut              |  1/2 cup chopped pitted dates |
4  | 1/2 cup toasted wheat germ or bran  |  1/2 cup chopped dried apricots |
5  | 3 tbsp unsalted butter              |  1/2 cup dried cranberries |
6  | 2/3 cup honey                       |  |
7  | 1/4 cup packed brown sugar          |  |
```

2 cups old fashioned oats	1 1/2 tsp vanilla
1 cup sunflower seeds	1/4 tsp salt
1 cup shredded coconut	1/2 cup chopped pitted dates
1/2 cup toasted wheat germ or bran	1/2 cup chopped dried apricots
3 tbsp unsalted butter	1/2 cup dried cranberries
2/3 cup honey	
1/4 cup packed brown sugar	

If you want the first line to be formatted as a heading, then do something like this:

```
1  |Verb    |Action                                            |Idempotent?|
2  |-------|---------------------------------------------------|-----------|
3  |GET     |Responds with information about the resource       |Yes        |
4  |POST    |Creates a sub-resource of the resource POSTed to|No          |
5  |PUT     |Creates or updates the resource being PUT to      |Yes        |
6  |DELETE  |DELETES the resource                              |Yes        |
7  |HEAD    |Gets metadata about the resource                  |Yes        |
```

Verb	Action	Idempotent?
GET	Responds with information about the resource	Yes
POST	Creates a sub-resource of the resource POSTed to	No
PUT	Creates or updates the resource being PUT to	Yes
DELETE	DELETES the resource	Yes
HEAD	Gets metadata about the resource	Yes

Multi-line rows

Here is that same table reformatted to be narrower by using multi-line rows. The first dashed line makes the line before it a heading. The rest of the dashed lines just result in a larger vertical gap than a plain newline.

```
 1  |Verb   | Action                                    |  Idempotent?   |
 2  |-------|-------------------------------------------|----------------|
 3  |GET    | Responds with information about the       |  Yes           |
 4  |       | resource                                  |                |
 5  |-------|-------------------------------------------|----------------|
 6  |POST   | Creates a sub-resource of the resource    |  No            |
 7  |       | being POSTed to                           |                |
 8  |-------|-------------------------------------------|----------------|
 9  |PUT    | Creates or updates the resource being     |  Yes           |
10  |       | PUT to                                    |                |
11  |-------|-------------------------------------------|----------------|
12  |DELETE | DELETES the resource                      |  Yes           |
13  |-------|-------------------------------------------|----------------|
14  |HEAD   | Gets metadata about the resource          |  Yes           |
```

Verb	Action	Idempotent?
GET	Responds with information about the resource	Yes
POST	Creates a sub-resource of the resource being POSTed to	No
PUT	Creates or updates the resource being PUT to	Yes
DELETE	DELETES the resource	Yes
HEAD	Gets metadata about the resource	Yes

IF you want to put line breaks in table cells, you can do the following:

```
 1  |Verb          | Action                             |
 2  |--------------|------------------------------------|
 3  |Multiline     | You can have multiple-lines in a   |
 4  |              | table, and line-breaks are respected. |
 5  |              |                                    |
 6  |              | This is a second paragraph         |
 7  |----------------------------------------------------|
 8  |continued!    | You create new table cells with a  |
 9  |              | line of dashes surrounded by pipes |
10  |              |                                    |
11  |              | (Pipes are the vertical lines, "|")   |
```

Verb	Action
Multiline	You can have multiple-lines in a table, and line-breaks are respected.
	This is a second paragraph
continued!	You create new table cells with a line of dashes surrounded by pipes
	(Pipes are the vertical lines, " ")

Alignment and footer rows

You can also do fancy things with alignment and footer rows. Here is an example.

```
 1  | Default aligned |Left aligned| Center aligned  | Right aligned  |
 2  |-----------------|:-----------|:---------------:|---------------:|
 3  | First body part |Second cell | Third cell      | fourth cell    |
 4  | Second line     |2nd line    | **strong**      |                |
 5  |-----------------|------------|-----------------|----------------|
 6  | Second body     |            |                 |                |
 7  | 2 line          |            |                 |                |
 8  |=================|============|=================|================|
 9  | Footer          | footer2    | footer3         | footer4        |
```

Default aligned	Left aligned	Center aligned	Right aligned
First body part Second line	Second cell 2nd line	Third cell **strong**	fourth cell

Second body 2 line			
Footer	footer2	footer3	footer4

[to be updated]

Wrapping

Both code and tables need to be wrapped by hand. For code, we try to give you a hand by letting you know which code blocks are too long. We can't do this for tables as they use variable-width text. For tables, the best way we've found is to use multiple lines.

Table Titles

You add a title to a table by adding a title attribute to the table, like this:

```
{title="Figure 32"}
| City           | Annual Rainfall (inches) |
|----------------------------------------|
| Rome           | 23                       |
| London         | 29                       |
```

Here's what that looks like:

Figure 32

City	Annual Rainfall (inches)
Rome	23
London	29

HTML Tables

If you try putting an HTML table in a .txt file, you'll find that it works in the epub and mobi version but is missing in the PDF. Here's why:

Markdown normally just generates HTML. So it could "support" using HTML tables and any other

HTML construct by just not parsing the HTML. But we need to actually parse the Markdown (we use a slightly modified Kramdown parser), in order to generate LaTeX and then PDF.

Buying Books, Book Pricing, Bundles, Coupons, and Royalties

Buying Books on Leanpub

How People Find Books On Leanpub

There are two ways to browse through books for sale on Leanpub.

1. **The Bestsellers page** Here you'll find the bestselling Leanpub books sorted by money earned and by number of copies sold.
2. **The Categories Page** On this page you can see Leanpub books sorted by category. Just choose the category from the drop-down box at the top of the page.

Buying Books On Leanpub

When someone wants to buy a book on Leanpub, they click the green 'Buy the ebook now!' button on the book's landing page. Then they are presented with a pair of sliders that lets them choose the price they want to pay for your book.

PayPal

When someone has chosen a price they want to pay for your book, they have two choices:

1) They can click a link that takes them to PayPal where they will complete their purchase.

2) They can fill out the credit card form directly on Leanpub to pay via PayPal Website Payments Pro.

Bundles

You can now sell bundles of your own books and (with permission) other authors' books. Readers love buying bundles, and we think this will help drive a lot of sales of your books.

If you're the author of multiple Leanpub books, this is a no-brainer: create a bundle of all your books together. But even if you're "only" writing one Leanpub book, you can still create and sell bundles. Just propose a royalty split that is fair, so the other authors accept!

For more information about bundles, take a look at:

- The post in which we first announced this feature to readers - click here[31].
- The Bundles section of our How To book - click here[32].
- Our how-to video about making bundles on Leanpub - click here[33] to see the video on YouTube or just go to our Help page[34].

Here is the full text from the post in which we announced this feature:

Today we're launching a big new Leanpub feature: Bundles. **Example: http://leanpub.com/b/node**[35]

You can now sell bundles of your own books and (with permission) other authors' books. Readers love buying bundles, and we think this will help drive a lot of sales of your books.

We've already sold a couple thousand copies of a bundle in a test on a separate website, and we've realized that instead of being a separate website this needs to become a core Leanpub feature. Here's why this feature exists, and how it works...

== Why Bundles? ==

While most of the work we do is focused on improving the experience of writing a Leanpub book, we also are focused on improving the experience of selling a Leanpub book. The variable price and dual price + royalty slider feature was a good start, and we've also done a site redesign to make your book pages more attractive. This next feature is, we think, bigger than both of these combined.

Bundles lets you sell your books and other authors' books (with their permission, of course) together as a bundle. Buyers of the bundle pay one price and get all the books in the bundle. (These purchases are no different than normal Leanpub purchases: they are entitled to all the updates, etc.)

Readers love buying bundles. We have tested the concept by selling a bundle of two Leanpub books, The Node Beginner Book and Hands-on Node.js, on http://leanbundle.com. It currently has 2097 sales, most at its previous $7.99 price, but some at its new $14.99 price. (We've found that these two prices are about equivalent in terms of revenue for the authors.)

If you're the author of multiple Leanpub books, this is a no-brainer: create a bundle of all your books together. But even if you're "only" writing one Leanpub book, you can still create and sell bundles. Just propose a royalty split that is fair, so the other authors accept!

== How it Works ==

There's now a "Your Bundles" tab on your Dashboard (http://leanpub.com/dashboard). On this page you can create a new bundle. Once you've created the bundle, you can add books to the bundle. You add multiple books to it, and you set the percentage of the bundle royalties that each book gets.

The royalties work like a normal Leanpub book purchase: The bundle has a minimum and suggested price. The bundle gets a 90% - 50 cents royalty. This royalty is then split among the books in the

---

[31]https://groups.google.com/group/leanpub/browse_thread/thread/9f829b8c411e6ebc
[32]http://leanpub.com/howto
[33]http://www.youtube.com/watch?v=BGJoDImqSqU
[34]http://leanpub.com/help
[35]http://leanpub.com/b/node

bundle according to the percentages you set. (These percentages add up to 100%, since they are the percentage of the royalties not the revenue.)

Once you've added all the books you want into the bundle and the percentages add up to 100%, you will see a Propose Bundle button at the bottom of your bundle page. If you click this, your bundle is proposed. Any books where you are the author get automatically accepted. For the other books, we email the primary author to let them know about the proposed bundle, and we put the bundle invitation in the Pending Invitations tab (http://leanpub.com/dashboard#pending) of the author's Dashboard. Each author (besides you) with an included book can accept or reject the proposal. (The minimum price and royalty percentage are both told to the authors, so they know the minimum amount that they will make on a sale of the bundle. So make sure this amount is compelling.) Also, you may want to reach out to the other authors via email or Twitter first, before proposing the bundle!

If all authors accept the bundle proposal, the bundle is published, and is for sale on an attractive bundle landing page at http://leanpub.com/b/yourbundle. (If the bundle only contains your books, these all auto-accept the bundle so your bundle is published right away.) If any author rejects the bundle proposal, the bundle is rejected. You can't re-propose bundles; instead, just delete it and make another bundle.

For discoverability, if your book is in one or more bundles, these bundles are now shown in a "Bundles Available" sidebar of your book landing page. You can buy the bundles directly from that sidebar, or you can click on the bundle names to go to the bundle landing pages to learn more. For an example of this sidebar, see the http://leanpub.com/nodebeginner[36] book page.

== Feedback Please! ==

Anyway, we think this feature will work well for lots of you. (This is especially true for you agile authors: your books would make great bundles!) Please let us know any and all feedback you have, and let us know if you hit any issues with the workflow etc.

Coupons

You can create coupons for your book. Coupons are a great way to promote your book, letting you sell your book at a discount to specific customers, or even letting reviewers get free copies.

If you have any existing coupons, you'll see them set out in a table at the top of the page.

In order to create coupons for your book, go to the Coupons page in your book tools and click 'New Coupon'.

This will take you to a 'Create Coupon' page where you can assign the settings for your coupon.

Coupon Code

---

[36]http://leanpub.com/nodebeginner

At the top of the page, you'll see the 'Coupon Code'. Anyone who has this code can enter it on your book's purchase page in order to take advantage of the coupon deal you're offering. You can change the coupon code to whatever you like.

Discounted Minimum Price

The Discounted Price is the new minimum price of the book, not the amount of the discount. For example, if your book has a minimum price of $9.99 and you want to sell it for a minimum price of $7.99 with this coupon, you put 7.99 in this field, not 2.00.

Start Date and End Date

You can assign a start date and an end date for your coupon. This way you can set up a temporary promotion of you book with a clear cutoff date.

Uses Limit

You can set a limit to the number of times the coupon code can be used before it is deactivated.

Note

This is an optional note for your own record-keeping purposes.

Temporarily Suspended

This is a "manual override" which lets you to temporarily turn off coupon by checking this checkbox. Otherwise, leave this checkbox unchecked: the normal way to control a coupon is by the max # uses and the start and end dates.

Make sure to click 'Create Coupon' at the bottom of the page after you've made any changes.

Royalties

Royalties are paid monthly by PayPal, no later than 25 days following the end of the calendar month. For example, royalties from the end of March 2012 would be paid by April 25, 2012. If we owe you less than $40 in royalties, we may roll your royalties forward to the following month until an amount of $40 is reached; see the Terms of Service for details.

Libraries

Every book now has a checkbox in your book's Settings which lets you say whether the book is available for purchase by libraries. It defaults to on, but if your book is in-progress or if you're worried about any negative effects on sales, then just turn it off.

We also let you specify a Library Price. This is what we tell library purchasing agents to pay on the purchase form. The default is your suggested price, but you can lower it if you are a huge patron of libraries or you can raise it if you want to account for the fact that libraries can lend out an unlimited number of copies of your book with no DRM.

Both of these changes just affect some text on the purchase form. Here's an example of what its text looks like, both ways:

With Allow Library Sales on:

"Library purchasing agents: This book may be purchased for use in libraries for $1.99 by entering 1.99 in the above form. This price allows your library to lend copies to all its members with no limit on the number of copies lent out at once, and with no DRM on the PDF, EPUB or MOBI files. At Leanpub we love libraries!"

With Allow Library Sales off:

"Library purchasing agents: This book is in-progress, and the author has requested that it not be purchased by libraries yet."

Maximum Sales Price

Finally, note we have also raised the maximum price that can be paid for a book to be $500. This is not our recommendation to charge libraries (their budgets are typically shrinking), but it's an allowance for the fact that large institutions or corporations could possibly pay that for technical books.

Adding Your Kindle Account for Purchases

If you give us the email address of your Kindle, then you will see a "Send to my Kindle" link for each purchase on your dashboard (Go to http://leanpub.com/dashboard and click on the "purchases" tab).

You also have to do some setup on Amazon for this to work, which is explained on the bottom of that page.

The one caveat is that we can't send attachments that are greater than 10 MB, so if your book has a .mobi file that is bigger than that, readers will have to send it to their Kindle themselves.

Miscellaneous

Sales and Analytics

Leanpub lets you track sales and traffic to your landing page in a couple of ways.

Sales

For information about Leanpub sales data, please check out the Sales section in this manual.

Analytics

Leanpub lets you add a Google Analytics code to your landing page, so you can use Google Analytics to track sources of traffic to your page. Note that it can take up to a day to start seeing data after you enter the code.

Backing Up Your Files

All your files are backed up by Dropbox[37]. Also, every time you preview or publish your book, Leanpub internally backs up your files using a version control system called Git.

Also, if you are technically savvy, we **HIGHLY** recommend you use something like Git and GitHub (a private repository, most of the time) yourself as well. We ignore any .git directories, so you can use Git and you won't conflict with our use of Git.

[If that last paragraph was gibberish, just ignore it!]

Escaping Markdown Syntax Characters

Sometimes you'll want to use a character or set of characters that is a part of the Markdown syntax. To make the character show up in your text, instead of acting as a Markdown formatting marker, just put the backslash \ character in front of it.

For example, if I type '# Header' at the beginning of a line, it will appear as a header, and you won't see the number sign '#'.

---

[37]https://www.dropbox.com/help/122

```
1   # Header
```

If I want '# Header' to show up at the beginning of a line, I type '/# Header', and you'll see the number sign:

Header

```
1   \# Header
```

How To Exclude Lines From Your Book

If you have some lines in your .txt files that you're working on, but don't want to appear in your book, you can hide or 'comment out' the lines by adding two '%' characters:

```
1   %% You won't see this text!
```

Any line that has two percent signs at the beginning will not show up in the published PDF, EPUB or MOBI files.

There is currently no way to 'comment out' like this in Book.txt. So if you don't want a .txt file to be used when you generate a Preview or you publish your book, just make sure you don't refer to the file in Book.txt.

Copyright Protection

Leanpub does not offer copyright protection or DRM for books.

The fact that you are self-publishing means you may experience less piracy, since it's abundantly clear that it's you that is being ripped off, not a faceless corporation.

At one point we thought we might add optional watermarks, where we put the purchaser's email address at the bottom of the PDF. This would be a deterrent to accidental piracy.

Our current thinking is that soft nudge watermarks with email addresses are also not the Leanpub way. They basically are a rude statement "you're probably a thief" which will only offend paying readers and not deter pirates (since they can just unzip the EPUB).

So our current thinking is that watermarking is a quaint DRM-holdover and we should just relax and treat our readers with respect.

If this sounds radical, consider that iTunes has sold DRM-free MP3s for a long time now…

Using Your Leanpub PayPal Balance to Buy Books from Other Leanpub Authors

If you have an outstanding balance with Leanpub (that is, you have not yet received all your royalties), you can use that balance to buy Leanpub books.

[to be updated]

Moving Dropbox Folders

You can move your book folders in Dropbox to different Dropbox folders. After Dropbox syncs with your computer, Leanpub will have no problem syncing with the folder.

So, for example, in Dropbox, you could create a folder called 'Leanpub'. Every time you create a new book, you can move that new book's folder into your Leanpub folder in Dropbox.

Fonts

Our current serifed font is LinLibertine. The sans font is OpenSans.

Our requirements for fonts are that they must be open source and that they must have bold and italic (and preferably a bold-italic as well) versions available.

Distributing Extra Files with Your Book

Sometimes, authors like to distribute extra files (like a spreadsheet) with their books. Currently, Leanpub does not support this feature. One workaround is to host any such files on your own website, and provide a link to the website (or links to the files themselves) in the 'About the Book' section on your book's landing page.

To work around this, you can make the files available for download at an obscure URL, and mention that URL in the thank you message that readers get from you when they buy your book.

Mathematical Equations

You can put mathematical equations in your book.

You use LaTeX math syntax, surrounded by *and*. You can do both inline and block math. Here is a full example:

Equations

You create a block equation by putting it by itself:

$$\left|\sum_{i=1}^n a_ib_i\right| \le \left(\sum_{i=1}^n a_i^2\right)^{1/2} \left(\sum_{i=1}^n b_i^2\right)^{1/2}$$

```
1  {$$}
2  \left|\sum_{i=1}^n a_ib_i\right|
3  \le
4  \left(\sum_{i=1}^n a_i^2\right)^{1/2}
5  \left(\sum_{i=1}^n b_i^2\right)^{1/2}
6  {/$$}
```

Inline equations are written inline. For example:

The four kinematics equations are $d = v_it + \frac{1}{2}at^2$, $v_f^2 = v_i^2 + 2ad$, $v_f = v_i + at$ and $d = \frac{1}{2}(v_i + v_f)t$.

```
1  The four kinematics equations are {$$}d = v_i t + \frac{1}{2} a t^2{/$$},
2  {$$}v_f^2 = v_i^2 + 2 a d{/$$}, {$$}v_f = v_i + a t{/$$} and {$$}d =
3  \frac{1}{2}(v_i + v_f) t{/$$}.
```

Cover Designers and Editors

If you're looking for a cover designer for your book, or an editor, please feel free to join the Leanpub Google Group and ask the group for any recommendations.

Information About Your Readers / Customers

Some Leanpub authors have asked how we can facilitate interaction between Leanpub authors and readers.

Leanpub policy is to not disclose any personal information about readers/customers to Leanpub authors.

However, there are a number of ways Leanpub authors can facilitate interaction with their readers:

- you can turn on the Disqus comments on your book's landing page
- you can put your email address on your landing page or somewhere in your book, and encourage readers to contact you

- you can put your Twitter ID on your landing page
- With the new design of the post purchase page, we have a clear place to ask readers whether they want to share their name, email, etc with the author
- Also, with the upcoming feature where a book can have a Google Group, there's now an incentive to the reader to provide info other than just giving the author some helpful info.

We do recognize that many authors want more info about their readers, so we should find a way to ask nicely for it in a way that does not impact the simplicity of purchasing. The design of the reader dashboard is a starting point down that path.

Leanpub Only Sells The Books Generated By Leanpub

Once you've published your book for the first time, you'll see a 'published' folder appear in the Dropbox folder for your book, containing copies of your book in PDF, EPUB and MOBI formats. Congratulations!

Please note that Leanpub does not look in this folder for the files that are sold through our website. In other words, you can't put your own files in this folder, and then have those files for sale through Leanpub. The only books that are sold on Leanpub are the ones we generate (unmodified).

Multimedia Content

Some Leanpub authors have asked about whether we provide multimedia features in Leanpub books, such as embedded video.

We are focused on the "words, and optionally images" types of books, not the "multimedia extravaganza" types of books, and we intend the ebook files we produce to be simple and compliant with the standard.

So the answer is that for now, no, we don't offer features like embedded video in Leanpub books.

Does Leanpub Accept Authors From Anywhere (i.e. international authors, foreign authors)?

Yes, of course! Please note though that we pay royalties via PayPal.

Coupons for Other Leanpub Authors

One cool thing that has emerged from our community of authors is coupon-sharing. When an author's work is ready, she can email the Leanpub Google Group with a coupon code to share the

book with other Leanpub authors. Besides being nice, this can help you get readers and feedback and gives other Leanpub authors a push to plug your book for you!

Curly Quotes

Ideally you should just have "straight" 'quotes' in the Markdown. We auto-produce curly quotes for you. We change curly quotes into straight quotes and then make them curly again.

Figure Captions and Labels

In technical books, is common to have figures with a label and a corresponding reference in the text.

Here's how you can do something like this in Leanpub:

```
1  # Chapter 1
2  See [figure 32](#figure-32) for an example.
3  # Chapter 2
4  {#figure-32}
5  ![Figure 32](images/figure32.jpg)
```

What we don't do (yet) is provide auto-numbering of figures and captions.

Links In Footnotes

Currently, a link mentioned within a footnote doesn't generate a new footnote (in the PDF), and doesn't have a clickable URL either. We'll implement a solution to this soon.

Definition Lists

Put the thing you want to define on a line by itself. On the next line, or after a blank line, type a colon followed by the definition. For a more detailed example that explains how to nest definitions and have multiple paragraphs in definitions, see http://kramdown.rubyforge.org/syntax.html#definition-lists[38].

Ruby   A wonderful language.

---

[38]http://kramdown.rubyforge.org/syntax.html#definition-lists

JavaScript   Lovely little language that really shines when you add CoffeeScript to the mix. This is
a longer entry to see what it looks like when it wraps to a second line.

Haskell   Messes with my head.

```
1    Ruby
2
3    : A wonderful language.
4
5    JavaScript
6
7    : Lovely little language that really shines when you add CoffeeScript to
8    the mix. This is a longer entry to see what it looks like when it wraps to
9    a second line.
10
11   Haskell
12   : Messes with my head.
```

Viruses

Leanpub doesn't offer an special virus protection, but we do take this issue very seriously and do
our best to ensure everything's protected.

We interact with Dropbox via a custom Ruby library that we wrote (source code at https://github.com/kenpratt/dbox
and the file operations we do are driven by when you preview or publish. We're not just randomly
syncing things.

Kerning

Currently you can't manipulate kerning (the space between letters and words) in Leanpub books.
For the near future anyway this will just be a limitation of Leanpub. (Also, it won't work on EPUB
and MOBI anyway).

Full Table of Contents in Sample Books?

We're currently working on a way to include the Table of Contents for the Full Book in the Book
Sample. For now, the Table of Contents in the Book Sample will only show the contents of the Book
Sample.

On the landing page, can we feature a channel instead of an individual video on the YouTube link?

There's no way to do that right now, sorry!

Why can't I put section commands in Book.txt?

After a lot of thought and experimenting, we've decided to make Book.txt just a list of files. That means you can't put section commands in the Book.txt file, like

{frontmatter} Introduction.txt {mainmatter} Chapter1.txt {backmatter} Appendix1.txt

Instead, we recommend you make a separate .txt file for each section command, and then refer to it in Book.txt. So e.g. you'd make a frontmatter.txt file that only has this content:

{frontmatter}

… and do the same for mainmatter and backmatter. Then, your Book.txt file will look like this:

frontmatter.txt Introduction.txt mainmatter.txt Chapter1.txt backmatter.txt Appendix1.txt

… and you can still see your book's structure in Book.txt.

This is an easier thing to explain and understand than if we'd turned Book.txt into a DSL. We had started down that approach about a year ago, and it is confusing.

Now, since Book.txt is just a list of files, you could in theory write an entire book in one file. We don't recommend this, since if you did that, you couldn't give away a subset as Sample.txt, since it's also just a list of files. Also, splitting your book up into different .txt files actually makes it easier to find and edit content, and to reorganize or delete sections. So we still recommend one file per chapter, both for clarity and for ease of creating book samples.

Trouble With Accents? Forcing Text Editors To Save As UTF-8

Normally, to get things like letter accents to work if you're having troubles, you can force the encoding by putting this at the top of your text file:

However, you may still have problems if the text editor you're using is not set to save to UTF-8. Normally you can change this setting by doing 'Save As', and finding the 'Encoding' option.

I don't understand how things get added to a Table of Contents

By default, all headers are added to the Table of Contents. A header looks like this:

Chapter One

… where you put the number sign # at the beginning of the line, and follow the number sign with the text you want for the header.

Also by default, all 'Part' titles are added to the Table of Content. You create a Part by typing -# like this:

-# Part One

You can choose to have the Table of Contents include sections as well. To do this, go to your book's Settings page and select the Formatting tab, and then scroll down to the Table of Contents section. There, you can select 'Parts, Chapters and Sections' or 'Everything'.

Then, sections will also appear in the Table of Contents. A section is subordinate to a heading, so you type two or more number signs, like this:

This is a section subordinate to a heading. ### This is a section subordinate to ## sections #### This is a section subordinate to ### sections

What encoding should I use to write files in Markdown? Should I write in ASCII or UTF-8?

We translate everything to UTF-8 internally, so if you start with UTF-8 everything will work smoothly.

How Can I Add Blank Lines To My Text?

While there is no official way to add a larger space between paragraphs, adding a blank table (two vertical pipes separated by a space, like this | |) works. For example:

This is a line.

This is a second line. It has a larger space after it.

This is a third line.

This is a fourth line.

```
1   This is a line.
2
3   This is a second line. It has a larger space after it.
4
5   |   |
6
7   This is a third line.
8
9   This is a fourth line.
```

Why Can't I See My Profile When I Go To 'Your Profile'?

This is because all of your books are in stealth mode. The idea is that while all of your projects are in stealth mode, you won't want your profile being visible to the public. If we let you see it within your account when you're signed in, some people would be worried the information was already public.

A General Note On Formatting

We do think that book formatting support is important, but we also think that our role is to make it as easy as possible for you to focus on your words, rather than their appearance.

In terms of formatting our approach is just to relax a little and think "will the reader get the idea regardless of the formatting". Or, "is the reader better served by my spending an hour on more content / editing of the content rather than formatting and layout".

Standardized, simple formatting is also important when you're publishing across a number of ebook platforms, like you do with Leanpub (PDF, EPUB for iPad etc. and MOBI for Amazon's Kindle). That way you have more assurance that your book will be decently presented in all three formats, and on a wide variety of ebook readers.

GitHub Commits

We do a commit on preview and publish. (If this makes no sense to you, you can just ignore it!)